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Catalog of Copyright Entries: *Third Series*

Volume 18, Part 11B, Number 1

Commercial Prints and Labels

January-June

1964



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WASHINGTON : 1965

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Third Series

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The *Catalog* is subdivided into parts corresponding to the classes of material listed in section 5 of Title 17 of the *United States Code*. The table at the end of this preface shows the organization of the *Catalog*, the symbols used with the registration numbers to identify the classes, and the prices of the semiannual issues.

The record of each copyright registration listed in the *Catalog* includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant as given in the application for registration, the copyright date, the copyright registration number, etc.).

Information as to changes of copyright ownership is not included in the *Catalog*, but a search of the Copyright Office Assignments and Related Documents Indexes may be requested from the Register of Copyrights. A fee for the search and report will be estimated at the statutory rate of \$3 per hour.

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Each part listed in the following table records all current registrations in the class or classes indicated by the alphabetical symbols. Renewal registrations are listed separately at the end of each related part. The first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for the purpose of statistical analysis. A zero immediately following the symbol, e.g., AF0, EF0, identifies a foreign work deposited under the waiver-of-fee provision (section 215 of Title 17 of the *United States Code*). Some parts also contain registrations made under other symbols if the subject matter or type of material is similar to that generally included in the part.

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C	Lectures and other works prepared for oral delivery		K	Prints and pictorial illustrations	
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EP	Musical compositions published in the United States or the author of which is a citizen or domiciliary of the United States		LU	Unpublished motion-picture photoplays	
EU	Unpublished music		MP	Published motion pictures other than photoplays	
R	Renewal registrations		MU	Unpublished motion pictures other than photoplays	
			R	Renewal registrations	

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Introduction

PART 11B lists domestic and foreign prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in class K under the symbol KK. Works for which subsisting copyright has been renewed are listed separately in the Renewal Registrations section.

Arrangement is alphabetical under the name of the copyright claimant. Each work is described in a main entry which includes information pertinent to the copyright claim. References lead from the names of joint claimants and authors and from variant forms of names. The copyright symbol © following the name under which the entry is listed signifies that the form of name used is that appearing on the application as claimant. The name is not repeated following the copyright symbol © in the entry proper unless it is necessary to record additional information from the application not included in the heading; e.g.:

FARRELL, JAMES EDWARD. ©

Bowl a word, a fascinating word game. © 20Jan64;
KK180000.

FRANKONIA PRODUCTS, INC.

Rambler Classic stationwagon. (License-plated model cars) © Frankonia, a.a.d.o. Frankonia Products, Inc.;
8Mar64; KK181000.

Each main entry for currently registered works includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

- 1) Title, amplified if necessary by a brief description of the pictorial content of the work, and followed by any variant title.
- 2) Names of contributors to the work.
- 3) Physical description, consisting of the number of pages or other terms descriptive of the work.
- 4) Series statement.
- 5) Special descriptive data, limited to registrations which appeared in a newspaper or periodical giving the name and issue date of the publication, the number of the page on which the item will be found, and the place of publication, if published abroad.
- 6) Names of authors given in the application which do not appear elsewhere in the entry.
- 7) Name of the employer in the case of a work made for hire, if so named in the application.
- 8) Information contained in the application which relates to the registration of an earlier version of the work.
- 9) Brief statement of the new matter on which copyright is claimed, preceded by the abbreviation NM, if this information is given in the application and is not indicated elsewhere in the entry.
- 10) Copyright symbol ©.
- 11) Name of the copyright claimant when it is necessary to record information given in

the application which is not included in the heading.

- 12) Date of publication as given in the application.
- 13) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application are given first, followed by the phrase "in notice" and the data given in the work; e.g., © Richard Roe & Co.; 8Jan64 (in notice: 1963); KK179899.

For renewal registrations, the main entry includes, in addition to the claimant's name under

which it is filed, the following items of information if available and applicable.

- 1) Title.
- 2) Copyright symbol.
- 3) Date of original copyright.
- 4) Original registration number.
- 5) Name of the renewal claimant followed by a statement in parentheses, usually abbreviated, giving the basis of the renewal claim as supplied by the applicant, e.g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co. as proprietor.
- 6) Date of receipt of the renewal application or the fee, whichever is later.
- 7) Renewal registration number.

Abbreviations and Symbols

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings. Definitions are not given for abbreviations in common use.

a.a.d.o.	accepted alternative designation of
a.k.a.	also known as
appl.	application
©	copyright symbol
d.b.a.	doing business as
NM	new matter

p.	page, pages
(P)	proprietor of a commercial print or label
pseud.	pseudonym
pub.	published, publishing
(R)	renewal registration
rev.	revised
t.a.	trading as
v., vol., vols.	volumes, volumes

Registrations January–June 1964

Commercial prints and labels published in the United States	3, 572
Commercial prints and labels published abroad	0
Total	3, 572
Renewals	133

These figures represent the number of registrations for commercial prints and labels for January–June 1964, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

COMMERCIAL PRINTS AND LABELS

CURRENT REGISTRATIONS

A list of prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, registered during the period covered by this issue. Arrangement is alphabetical under the name of the copyright claimant. References from the names of joint claimants and authors and from variant forms of names are interfiled.

A

A & W ROOT BEER CO. ©
Franchises; independence, security, success. Folder. © 7Feb64; KK180098.

A. J. INDUSTRIES, INC. REYNOLDS MANUFACTURING CO. See REYNOLDS MANUFACTURING CO.

ABBOTT LABORATORIES. ©
Elixir Cofron 12. Folder. Appl. author: Thomas S. Bird. © 6Jan64 (in notice: 1963); KK178980.
Formula geriatica: Geramina. Folder. Appl. author: Thomas S. Bird. © 6Jan64 (in notice: 1963); KK178982.

Iberol fuerte. Folder. Appl. author: Thomas S. Bird. © 6Jan64 (in notice: 1963); KK178978.

Iberol gradumet. Folder. Appl. author: Thomas S. Bird. © 6Jan64 (in notice: 1963); KK178979.

Problema resuelto con el nuevo Iberol liquido. Folder. Appl. author: Thomas S. Bird. © 6Jan64 (in notice: 1963); KK178981.

Vitace gotas ... importante vitamina C en una forma farmaceutica conveniente. Folder. Appl. author: Thomas S. Bird. © 6Jan64 (in notice: 1963); KK178977.

ABRAMSON ADVERTISING AGENCY. ©
Robere is here ... Calvert Wines of the World Shop. (In Washington post, Apr. 8, 1964, p.A-9) © 8Apr64; KK179645.

ACME APPLIANCE MANUFACTURING CO. ©
Fold-Aside accordion door hardware series 2600. Sheet. (Form 98-2600) NM: additions & revision. © 23Apr63 (in notice: 1960); KK177902.
Fold-Aside folding door hardware series 2500. Sheet. (Form 98-2555) NM: additions & revision. © 29Jul63 (in notice: 1959); KK177904.

Series 4000 Acme sliding wardrobe door units. Folder. NM: revisions & additions. © 26Jul63 (in notice: 1961); KK177903.
Sliding door unit series 4000. Sheet. (Form 98-4020) © 29Jul63; KK177901.

ACME BUILDING MATERIALS, INC. ©
The Horseman, model 140. 5 sheets. © 8Feb64; KK180934.
Sir Gallant, model 151. 3 sheets. © 8Feb64; KK180933.

ACME STEEL RULE DIE CORP. ©
For the shape of things you will be making ... steel rule dies by Acme. 1 v. Appl. author: Joseph A. DeHippolytis. © 6Apr64; KK179660.

ADVANCE PRODUCTS CORP. ©
Cross-slide rotary table, model A-11. Folder. NM: additions & revision. © 3Jan64 (in notice: 1963); KK177979.

AERCO CORP. ©
The great valve revolution, the story of dynamic balance. 7 p. © 26Sep63; KK179620.

AEROQUIP CORP. ©
How to assemble Aeroquip medium pressure 2651 hose and fittings. Sheet. (Bulletin 748) © 15Oct63; KK179942.
New hose assembly lubricant. Sheet. (Industrial engineering bulletin, IEB-84) © 30Nov63 (in notice: 1964); KK179941.

AEROSOL CORP. OF AMERICA.
Crazy Foam, the toy that cleans; net wt. 6 1/2 oz. [Clown; monkey; duck; parrot] On 4 cans. © Aerosol Corp. of America, a subsidiary of Shulton, Inc.; 26Feb64; KK180795-180798.

AETNA LIFE INSURANCE CO. ©
How many people in each stockholder's chair? Some thoughts about protecting interests in a closely held corporation. 1 v. © 4Oct63; KK179079.

AGIDCRAFT.
Just one minute, please, do you want to keep that new car looking new? Sheet. © Jack Agid d.b.a. Agidcraft; 6Apr64; KK179659.

AIDCO. ©
Kachina doll kit; kit instructions. Folder. Appl. author: Henry A. Miller. © 13Apr64; KK179816.
Tawa, peacock Kachina doll. Card. Appl. author: Henry A. Miller. © 1May64; KK180517.

AIR APPLIANCE DEPT., HOFFMAN INDUSTRIES. See HOFFMAN INDUSTRIES. AIR APPLIANCE DEPT.

AIRGUIDE INSTRUMENT CO. ©
Add to your boating pleasure with an Airguide Sea Speed; Speedometer set. (In Yachting, Feb. 1963, p.131) Appl. author: Frank C. Nahser, Inc. © 1Feb63; KK181231.

Add to your boating pleasure with an Airguide Sea Speed speedometer set; no.850. (In The Boating industry, Apr. 1963, p.27) Appl. author: Frank C. Nahser, Inc. © 1Apr63; KK179652.

Airguide, setting the pace for more sales; new marine electronic instruments offer new profits for Airguide dealers. (In The Boating industry, Sept. 1963, p.194) Appl. author: Frank C. Nahser, Inc. © 1Sep63; KK179655.

Airguide speedometers with the new Free-Flo pitot; model no.854. (In The Boating industry, Apr. 1962, p.158) Appl. author: Frank C. Nahser, Inc. © 1Apr62; KK180592.
Announcing Sea Glow, a new dimension in marine instrument styling and lighting; model 908. (In Sea and Pacific motor boat, Jan. 1962, p.94) Appl. author: Frank C. Nahser, Inc. © 20Dec61 (in notice: 1962); KK180155.

Automatic homing, new DF-O-Matic radio direction finder. (In The Boating industry, Feb. 1964, p.140) Appl. author: Frank C. Nahser, Inc. © 1Feb64; KK179651.

Contra-log ... means speedometer accuracy at every speed, slow, medium, fast; model 709. (In The Boating industry, June 1963, p.79) Appl. author: Frank C. Nahser, Inc. © 1Jun63; KK179654.

AIRGUIDE INSTRUMENT CO.-Con.

For performance-minded boat owners, new Airguide engine power meter. (In Boat owners buyers guide, 1963, p.138) Appl. author: Frank C. Nahser, Inc. © 1Mar63; KK181297.
 Heading for pleasure; no.76 Airguide dashboard compass. (In The Boating industry, May 1962, p.194) Appl. author: Frank C. Nahser, Inc. © 1May62; KK180156.

Heading for pleasure, Airguide compasses; no.76. (In The Boating industry, May 1963, p.103) Appl. author: Frank C. Nahser, Inc. NM: additions. © 1May63; KK180594.
 Know where you're headed; auto compass, model 79. (In Automotive chain store, Mar. 1963, p.29) Appl. author: Frank C. Nahser, Inc. © 1Mar63; KK180154.

More fun, better driving with the new Airguide Sebring instruments; Sebring vacuum gauge. (In Automotive chain store, Apr. 1963, p.14) Appl. author: Frank C. Nahser, Inc. © 1Apr63; KK180153.

New from Airguide, an accurate sailboat speedometer for all speeds up to 15 mph. (In Yachting, Apr. 1964, p.186) Appl. author: Frank C. Nahser, Inc. © 1Apr64; KK180925.

New from Airguide, console adds beauty to any boat. (In Sea and Pacific motor boat, Feb. 1964, p.36) Appl. author: Frank C. Nahser, Inc. © 20Jan64; KK179656.

New from Airguide, now it's easy to synchronize your engines. (In The Boating industry, Apr. 1964, p.186) Appl. author: Frank C. Nahser, Inc. © 1Apr64; KK179657.

On the bridge, good seamanship and Airguide compasses go together; no.94-B. (In The Boating industry, Jan. 1963, p.289) Appl. author: Frank C. Nahser, Inc. © 1Jan63; KK179653.

Sea Glow, new marine add-an-instrument panels. (In Sports illustrated, Eastern ed. Jan. 15, 1962, p.E14) Appl. author: Frank C. Nahser, Inc. © 11Jan62; KK180593.

Shopping guide for executive gifts. (In Wall Street journal, midwest ed., Oct. 1, 1963, p.3) Appl. author: Frank C. Nahser, Inc. © 10Oct63; KK178853.

Tachometers, your guide to better motor performance, more boating pleasure. (In The Boating industry, Mar. 1962, p.226) Appl. author: Frank C. Nahser, Inc. © 1Mar62; KK181068.

These are door openers, so are these. (In Wall Street journal, midwest ed., Oct. 7, 1963, p.4) Appl. author: Frank C. Nahser, Inc. © 7Oct63; KK178995.

AJUST-A-RAIL CO. ©

Adjustable railings and columns from Sutherland Lumber Co. Sheet. © 10Dec63; KK178078.

ALA BABA HOMES, INC. ©

Look folks: our new name, our new look but, same high quality. (In The Arizona republic, Oct. 6, 1963) © 6Oct63; KK177943.

ALBERTO-CULVER CO. ©

New, concentrated cream form; Derma Fresh, medicated hand cream; net weight 3 ozs. Folding carton. © 27Sep63; KK179038.

New Dawn hair color you shampoo, by Alberto VO5; net contents 2 fl. ozs. New Dawn hair color. On folding carton. © 2Nov63; KK179291.

Tresemme won't tell if you don't; 5 conditioners borrowed from Alberto VO5 make Tresemme colors

bright as life and just as natural. (In Modern screen, Mar. 1964, p.17) Appl. author: J. Walter Thompson Co. © 5Feb64; KK178878.

ALDEN DISTRIBUTOR.

Highway safety. Folder. © Julius M. Matichka d.b.a. Alden Distributor; 5Dec63; KK178516.

ALEXANDER SALES CORP. ©

New French glasses let you see fish below surface of water. (In Diners' Club magazine, Apr. 1964, p.53) NM: additions & revisions. © 18Mar64; KK179862.
 New Pall Guard Pumpster water purifier filters any water, makes it pure, safe. (In Diners' club magazine, June, 1964, p.16) NM: revision. © 22May64; KK181308.

ALLEN ORGAN CO. ©

Allen components of uniformly high grade at attractive prices. (In Electronics, Apr. 6, 1964, p.20) Appl. author: N. W. Ayer & Son, Inc. © 6Apr64; KK180041.
 The sound of an Allen Organ. (In The Catholic market, Apr. 1964, p.11) Appl. author: N. W. Ayer & Son, Inc. © 15Apr64; KK179988.

ALLEY, TRAVIS. See DAIRY TWIST.

ALLIED THERMAL CORP. ©

Simplified baseboard system design; 1/2" Silentflo baseboard model L-2. 1 v. © 29Apr64; KK181183.

ALTNOW, GEORGE GUSTAV.

Pacific Wire-Grams. See PACIFIC WIRE WORKS CO.

ALUMINUM CO. OF AMERICA. ©

Alcoa promotes the tab-opening aluminum end for beer cans; watch the Huntley-Brinkley report. Folder. © 18Dec63; KK178507.
 And this is our snappy new convertible. Folder. © 10Jan64; KK179904.
 Believe me, Harry, this will be a snap. Alcoa promotes the tab-opening aluminum end for beer cans. Folder. © 11Nov63; KK178509.
 Good morning, dear. Folder. © 5Mar64; KK179905.

Luke, you're the first farmer in the county with a snap top can. Alcoa promotes the tab-opening aluminum end for beer cans. Folder. © 28Oct63; KK178510.

Snap; Alcoa promotes the tab-opening aluminum end for beer cans. Folder. © 15Oct63; KK178508.

Snap; Alcoa promotes the tab-opening aluminum end for beer cans. Folder. © 4Nov63; KK178641.

Snappy idea, eh professor? Folder. © 11Feb64; KK179903.

Watch the Huntley-Brinkley report, NBC-TV; Alcoa promotes the tab-opening aluminum end for beer cans. Folder. © 4Dec63; KK178640.

Watch the Huntley-Brinkley report, NBC TV; February 3, 1964. Folder. © 28Jan64; KK180491.

Watch the Huntley-Brinkley report, NBC TV; April 8, 1964. Folder. © 2Apr64; KK180490.

What next from Alcoa? Folder. © 14Apr64; KK179902.

AMERICAN AUTOMOBILE ASSN. ©

Travel tips. 1 v. © 30Mar64; KK180437.

AMERICAN BAKERIES CO. ©

Now, Indianapolis' biggest bread buy; Taystee giant. (In The Minneapolis times, Apr. 2, 1964, p.14) Appl. author: J. Walter Thompson Co. © 2Apr64; KK180938.

Our new bread is so good, I personally guarantee it; Merita. (In Tallahassee democrat, Apr. 9, 1964, p.17) Appl. author: J. Walter Thompson Co. © 9Apr64; KK180937.

Taystee, the bread that's baked to grow on. (In The American Jewish world, Feb. 14, 1964, p.15) Appl. author: J. Walter Thompson Co. © 14Feb64; KK178881.

Who in the world would write a fan letter to a loaf of bread? Cook Book Golden Circles. (In Amarillo globe-times, Apr. 9, 1964, p.31) Appl. author: J. Walter Thompson Co. © 9Apr64; KK180935.

AMERICAN BAKERS COOPERATIVE, INC. ©

Table Queen white enriched bread. (Table Queen hour glass design) On wrapper. © 1Feb63; KK179849.

AMERICAN CAN CO. DIXIE CUP DIVISION. © Homestead design; 7 fl. oz. On cup. © 27Apr64; KK180133.

What great new kitchen appliance keeps colds from spreading? The Dixie cup dispenser. (In Reader's digest, July 1964, p.168) Appl. author: Hicks & Greist, Inc. © 24Jun64; KK181188.

What keeps kids out of your hair? The Dixie cup dispenser. (In The Reader's digest, Apr. 1964, p.60) Appl. author: Hicks & Greist, Inc. © 24Mar64; KK179329.

What stops colds from spreading? The Dixie cup dispenser. (In The Reader's digest, May 1964, p.188) Appl. author: Hicks & Greist, Inc. © 28Apr64; KK180064.

You can dispense with all this ... when kids help themselves with a Dixie Cup dispenser. (In Reader's digest, June 1964, p.24E) Appl. author: Hicks & Greist, Inc. © 28May64; KK180685.

AMERICAN CAN CO. MARATHON. See MARATHON.

AMERICAN CARTRIDGE CO.

American eagle fast flight .22 long rifle hollow point; cartridges; AE 712. On folding carton. Appl. author: Edward Bornowski. © Federal Cartridge Corp. (in notice: American Cartridge Co., a division of Federal Cartridge Corp.); 1Aug63; KK179856.

AMERICAN CYANAMID CO. ©

Bonding materials with Wascoflex adhesive; Wascoflex elastic roof flashing. (Data sheet 226) © 16Dec63; KK180283.

Chimney & valley flashing; Wascoflex elastic roof flashing. (Data sheet 225) © 16Dec63; KK180282.

Fascia and parapet; Wascoflex elastic roof flashing. (Data sheet 221) © 16Dec63; KK180278.

General roof flashing; Wascoflex. (Data sheet 218) © 16Dec63; KK180275.

Pipe protrusions, vent stacks, roof risers; Wascoflex elastic roof flashing. (Data sheet 223) © 16Dec63; KK180280.

Residential vent stacks, chimney, valleys, showerpans, Wascoflex adhesive; Wascoflex elastic roof flashing. (Data sheet 227) © 16Dec63; KK180284.

Roof drains & showerpans; Wascoflex elastic roof flashing. (Data sheet 222) © 16Dec63; KK180279.

Roof expansion joint; Wascoflex elastic roof flashing. (Data sheet 219) © 16Dec63; KK180276.

Skylight and vent bases; Wascoflex elastic roof flashing. (Data sheet 224) © 16Dec63; KK180281.

- Wall waterproofing and expansion joint; Wascoflex elastic roof flashing. (Data sheet 220) © 16Dec63; KK180277.
- AMERICAN DEFIBRATOR, INC. ©**
Type C defibrator segments. Sheet. © 12Dec63; KK178987.
Type D defibrator segments. Sheet. © 12Dec63; KK178986.
- AMERICAN FRONTIER INDUSTRIES, INC. ©**
Aluminum siding stays beautiful for years & years. (In News, Buffalo, Mar. 2, 1964, p.20) © 2Mar64; KK180659.
- AMERICAN GROUP BUYING GUILD.**
Lindy autographer Pen-of-the-Month-Club; membership certificate. Card. © Raymond Obst d.b.a. American Group Buying Guild; 15Apr64; KK180643.
- AMERICAN HONDA MOTOR CO., INC. ©**
Honda, \$285. (In Sports illustrated, Dec. 9, 1963, p.17) Appl. author: Grey Advertising, Inc. © 15Dec63; KK179264.
Mr. Red Slack of El Monte, California, hunts deer with a bow and arrow; Trail 55. (Red Slack testimonial) (In Outdoor life, Dec. 1963, p.15) Appl. author: Grey Advertising, Inc. © 25Nov63; KK179265.
The new Honda 90 bridges the power gap. (Bridging the power gap) (In Cycle world, Jan. 1964, p.4 of cover) Appl. author: Grey Advertising, Inc. © 10Dec63 (in notice: 1964); KK179269.
Pretty foxy. (In Playboy, Jan. 1964, p.2 of cover) Appl. author: Grey Advertising, Inc. © 4Dec63 (in notice: 1964); KK179270.
Santa's helper. (In Playboy, Dec. 1963, p.231) Appl. author: Grey Advertising, Inc. © 12Nov63; KK179266.
24 reasons why you can't beat a Super Hawk. (In Road & track, Oct. 1963, p.5) Appl. author: Grey Advertising, Inc. © 17Sep63; KK179267.
You meet the nicest people on a Honda. [Couple at horse show] (In Life, May 1, 1964, p.80) Appl. author: Grey Advertising, Inc. © 27Apr64; KK180837.
You meet the nicest people on a Honda. [Couple riding by motion picture theatre] (In Life, Apr. 3, 1964, p.19) Appl. author: Grey Advertising, Inc. © 30Mar64; KK180839.
You meet the nicest people on a Honda. [Couple riding by sailboats] (In Life, June 5, 1964, p.57) Appl. author: Grey Advertising, Inc. © 1Jun64; KK180838.
You meet the nicest people on a Honda. [Merchant marine & girl riding motorcycle past battleship] (In Life, Feb. 21, 1964, p.19) Appl. author: Grey Advertising, Inc. © 17Feb64; KK179268.
You meet the nicest people on a Honda; polo matches. (In Life, Mar. 20, 1964, p.123) Appl. author: Grey Advertising, Inc. © 16Mar64; KK179738.
- AMERICAN MACHINE & FOUNDRY CO. ©**
Bowling is a ball. (In Seventeen, May 1962, p.212-213) Appl. author: Donald Ayers. © 1May62; KK179937.
- AMERICAN MACHINE & FOUNDRY CO. PARAGON ELECTRIC CO., INC. See PARAGON ELECTRIC CO., INC.**
- AMERICAN MUTUAL LIABILITY INSURANCE CO. ©**
Across the Ohio on a seesaw. [Endorsed by H. O. Kuhlmeier] (In Engineering news-record, Feb. 20, 1964, p.26-27) © 18Feb64; KK179277.
American Mutual experts helped us cut workmen's compensation costs 18%, says Otto Scherer of Associated Baby Services. (In Business week, Apr. 25, 1964, p.35) © 24Apr64; KK180509.
How American Mutual helps top builders produce a world's fair. (In Engineering news-record, Apr. 2, 1964, p.40-41) © 7Apr64; KK180508.
I like a man who knows his business. [Endorsed by Francis H. Gleason of Thom McAn] (In United States investor, Mar. 16, 1964, p.(669)53) © 16Mar64; KK179279.
I like a man who knows his business. [Endorsed by Paul Broyhill] (In Business week, Feb. 29, 1964, p.33) © 28Feb64; KK179278.
I like a man who knows his business ... says Chandler S. Miller of Barber-Colman. (In Business week, Jan. 4, 1964, p.27) © 3Jan64; KK178711.
I like a man who knows his business ... says Raymond Daugherty of Rockingham Poultry Marketing Cooperative. (In Business week, Feb. 1, 1964, p.29) © 31Jan64; KK178710.
With the help of experts from American Mutual, top Massachusetts corporations hold workmen's compensation costs 27% to 38% below average. [Endorsed by Gilbert A. Bruno] (In Boston, Mar. 1964, p.40-41) © 10Mar64; KK179280.
- AMERICAN OIL CO. ©**
The best dividends for Gordon and Don Miles are products and advice. (In Successful farming, Jan. 1964, p.6-7) © 15Dec63 (in notice: 1964); KK180670.
Dean Gieseke knows what a dividend he gets from Standard Oil. (In Successful farming, May 1964, p.8-9) © 15Apr64; KK180675.
Does your fuel storage need this? (In The Progressive farmer, Feb. 1964, p.46-47) © 15Jan64; KK180676.
Does your fuel storage need this? (In The Western farm life, Feb. 1964, p.2) © 15Jan64; KK180673.
An improvement on any gasoline, Final Filter, but only Standard Oil dealers have it. (In The Detroit news, May 12, 1964, p.5C) © 12May64; KK181253.
Just being together is the greatest gift of all. Illus.: Christmas at Monticello. (Americana) (In Life, Dec. 20, 1963, p.144-145) © 18Dec63; KK178656.
Max Hodges knows that American Oil farm man Bill Gresham's products, service and advice pay off. (In The Progressive farmer, Apr. 1964, p.64C) © 15Mar64; KK180671.
Mr. Beldon needs a new muffler again; Amoco super-premium gasoline. (In Newark evening news, Apr. 20, 1964, p.10) © 20Apr64; KK181268.
Mr. Olson needs new spark plugs again; Amoco super-premium gasoline. (In Newark evening news, Apr. 27, 1964, p.11) © 27Apr64; KK181269.
Mr. Thomas needs a tune-up again; Amoco super-premium gasoline. (In Newark evening news, May 12, 1964, p.32) © 12May64; KK181251.
Own a car? Two forms of protection you ought to have; Final Filter. (In The Detroit news, Apr. 27, 1964, p.16A) © 27Apr64; KK181252.
The proud men; Amoco gasoline, the only certified lead-free gasoline for all cars. (In Gasoline retailer, Feb. 19, 1964, p.47) © 19Feb64; KK181256.
- The proud men, men who have a lot going for them; respect, independence, a financial future. (In Gasoline retailer, Apr. 15, 1964, p.55) © 15Apr64; KK181254.
The proud men, pride comes naturally to a man who is a respected, independent businessman. (In Gasoline retailer, Mar. 18, 1964, p.47) © 18Mar64; KK181255.
The proud men, the faces are familiar and so is the way of life. (In Gasoline retailer, Jan. 15, 1964, p.39) © 15Jan64; KK181257.
Sure I buy from American Oil. [Endorsed by Dale Snover] (In Successful farming, Mar. 1964, p.8-9) © 15Feb64; KK180674.
- AMERICAN OIL CO. STANDARD OIL DIVISION. ©**
All these tractor manufacturers agree on one point. (In The Farmer, Apr. 18, 1964, p.16-17) © 15Apr64; KK180672.
Aunt Ellen knew about everything except where to have lunch. (In Life, May 15, 1964, p.24-25) © 12May64; KK180530.
Clean going in, clean coming out. (In Missouri ruralist, May 9, 1964, p.18-19) © 9May64; KK180529.
My advice, sir, get De-Icer; not a speck of trouble. (In Chicago daily news, Dec. 27, 1963, p.10) © 27Dec63; KK178655.
We'd seen the sign a thousand times but never had to use it until that night. (In Life, Apr. 10, 1964, p.86-87) © 8Apr64; KK180531.
- AMERICAN REPUBLIC INSURANCE CO. ©**
How they pay, based on official published figures of the insurance industry itself for the years 1958 through 1962; one hospital insurance company dares reveal to you the facts in this free folder. (In Life, Jan. 31, 1964, p.R3) Appl. author: Bruce B. Brewer & Co. © 31Jan64 (in notice: 1963); KK178751.
Who else wants hospital insurance that pays? (In Life, Jan. 31, 1964, p.R2) Appl. author: Bruce B. Brewer & Co. © 31Jan64 (in notice: 1963); KK178750.
- AMERICAN ROAD EQUIPMENT CO. ©**
Econmobiles help Peter Kiewit Sons' Co. build interstate overpasses. (In Contractors and engineers, Dec. 1963, p.82) © 3Dec63; KK178086.
Jack-of-all-jobs helps build 40-floor, outer drive east. (In Contractors and engineers, Jan. 1964, p.96) © 6Jan64; KK178156.
- AMERICAN SAFETY RAZOR CO. ©**
Exclusive British process, individually custom wrapped double edge, Personna stainless steel. (In Life, Jan. 3, 1964, p.4 of cover) Appl. author: Benton & Bowles, Inc. © 1Jan64; KK179117.
Total stainless steel shaving now from Pal, and only Pal. (In Time, Nov. 22, 1963, p.4 of cover) Appl. author: Benton & Bowles, Inc. © 19Nov63; KK177988.
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ASG glass makes these lights more effective, this bathroom cabinet more reflective. Sheet. © 6Jun62; KK180857.
Glowing Huewhite crowns a modern factory. Sheet. © 2Jun64; KK180856.
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Plate glass presents your product best. Sheet. © 2Jun64; KK180859. Starlux for the sales appeal only plate glass offers. (In Architectural forum, May 1964, p.3 of cover) © 24Apr64; KK180855.

Why architect Butner, superintendent Ward and builder Jones selected one source for glass in Winston-Salem/Forsyth's new high school. Sheet. © 31Mar64; KK180493.

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At ASG, we make glass that will stand up to bullets, glass that will break at a tap. Sheet. © American Saint Gobain Corp. (in notice: American Saint Gobain); 28Jan64; KK178988.

Brightness without distraction, with ASG's Huewhite ... the complete glass line for contract interiors. Sheet. © 28Jan64; KK179078.

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How builder Green, owner King and architect Dryden took the headache out of specifying glass for Mason and Dixon's new headquarters. Sheet. © American Saint Gobain Corp. (in notice: American Saint Gobain); 28Jan64; KK178989.

Indianapolis builds a city within a city with glass by ASG. Sheet. © American Saint Gobain Corp. (in notice: American Saint Gobain); 28Jan64; KK178990.

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Amsco bedside table-wardrobe-dresser. Sheet. Appl. author: Gordon S. Altman. © 1Apr64; KK179624.

Amsco O. R. storage console. Sheet. Appl. author: Gordon S. Altman. © 1Apr64; KK179623.

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Amsco unitized automatic scrub sink. Sheet. Appl. author: Gordon S. Altman. © 1Apr64; KK179625.

It's easy and economical to keep hospital equipment clean with Amsco Sanipro-H liquid, Amsco Pry cream; MC-593. Sheet. Appl. author: Gordon S. Altman. © 23Dec63; KK178247.

New automatic scrub sinks unitized for compact installation in surgical and obstetrical suite scrub areas. Sheet. (Amsco architects' and consultants' bulletin, no.1) Appl. author: Gordon S. Altman. © 5May64; KK181064.

New concept 3 years ago, table-of-choice today, the Amsco 110 all-power urology table. Sheet. Appl. author: Gordon S. Altman. © 28Jan64; KK178700.

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AMERICAN TOBACCO CO. ©

Carlton; 20 class A cigarettes. On wrapper. © 31Dec63; KK177981.

4 ways to win. Antonio y Cleopatra, the mildest top quality cigar. (In United States tobacco journal, Apr. 2, 1964, p.35) Appl. author: Gardner Advertising Co., Inc. © 2Apr64; KK180081.

I'm particular; friendly suggestion. Pall Mall famous cigarettes. (In Life, June 26, 1964, p.63) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 22Jun64; KK181282.

I'm particular; have one. Pall Mall. (In The San Francisco light, May 25, 1964, p.36) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 25May64; KK180827.

I'm particular, how about you? Pall Mall. (In The Light, San Antonio, May 11, 1964, p.13) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 11May64; KK180548.

I'm particular. How about you? Pall Mall famous cigarettes. (In Life, May 29, 1964, p.41) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 25May64; KK180808.

I'm particular, millions are; Pall Mall famous cigarettes. (In The Light, San Antonio, June 8, 1964, p.34) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 8Jun64; KK181098.

Just enough in every puff makes every puff a pleasure; now a cigarette that's low in tar and nicotine. (In New York world-telegram and Sun, May 25, 1964, p.9) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 25May64 (in notice 1962); KK181227.

Look again. This is Carlton, the unusual new cigarette. (In New York journal American, Feb. 3, 1964, p.30) Appl. author: Gardner Advertising Co., Inc. © 3Feb64; KK179198.

Need help with all those cigarettes? (In Chain store age, drug executives ed., Apr. 1964, p.26) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Apr64; KK180103.

Over, under, around, and through, Pall Mall travels pleasure to you. (In Mechanix illustrated, Jan. 1964, p.56) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 20Dec63; KK178138.

Over, under, around, and through, Pall Mall travels pleasure to you. (In Playboy, Feb. 1964, p.57) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 14Jan64; KK178283.

Particular about taste? You bet I'm particular and my Pall Malls prove it. (In The Saturday evening post, May 9, 1964, p.45) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 5May64; KK180257.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike. [Endorsed by Armenius Robinson] (In Ebony, Apr. 1962, p.64) Appl. author: Batten Barton Durstine & Osborn, Inc. © 20Mar62; KK178809.

See for yourself; this is Carlton, the unusual new cigarette from the American Tobacco Company. (In Chicago tribune, Jan. 20, 1964, p.23) Appl. author: Gardner Advertising Co., Inc. © 20Jan64; KK178698.

Smoke dual filter Tareyton, get the filter that made activated charcoal famous. (In The New York times, Dec. 9, 1963, p.29) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Dec63; KK178188.

Soon; this is Carlton, the new cigarette from the American Tobacco Company. (In New York herald tribune, Jan. 14, 1964, p.14) Appl. author: Gardner Advertising Co., Inc. © 14Jan64; KK178699.

Soon; this is Carlton, the new cigarette from the American Tobacco Company. (In The Sun, Baltimore, Feb. 6, 1964, p.27) Appl. author: Gardner Advertising Co., Inc. © 6Feb64; KK179345.

Taste fine tobacco at it's best, smoke a Lucky Strike. (In Carolina league record book 1964, p.20) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1May64; KK180955.

Taste fine tobacco at its best, smoke a Lucky Strike. (In The Daily times-news, Burlington, N. C., Feb. 20, 1964) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Feb64; KK179290.

Today it takes six to sell, MAP advocates six shelf cigarette merchandising. (In Wholesale grocer news, Apr. 1964, p.7) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 6Apr64; KK180385.

Us Tareyton smokers would rather fight than switch. (In Ebony, Dec. 1963, p.129) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Nov63; KK178187.

Us Tareyton smokers would rather fight than switch; join the unswitchables and enjoy the great taste that inspires their aggressive loyalty. (In Life, Jan. 17, 1964, p.10) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Jan64; KK178781.

What a delicious difference in new Montclair. (In Sports illustrated, Mar. 9, 1964, p.64) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 9Mar64; KK179097.

What a delicious difference in new Montclair. (In The Knoxville journal, Jan. 22, 1964, p.3) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 22Jan64; KK178560.

What's gotten into Antonio y Cleopatra? (In Time, Apr. 24, 1964, p.90) Appl. author: Gardner Advertising Co., Inc. © 24Apr64; KK180615.

Who developed the first compound charcoal filter? (In Tobacco, Dec. 13, 1963, p.21) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Dec63; KK178189.

AMERICAN WINE CO. ©

Champagne's the thing to make him buy the ring; invite him in, it's cook's night out. (In The New York times, Feb. 28, 1964, p.11) © 28Feb64; KK180109.

AMERICANA CORP.

A visit with a real-life Americana family; the Americana helped Robert to make the honor roll. (In Look, May 8, 1962, p.9) © Americana Corp., division of Grolier, Inc.; 8May62; KK179761.

AMIEL'S JUMBO SUBMARINE SANDWICHES, INC. ©

Amiel's; net weight 10 ounces. Sheet. © 26Mar64; KK181169.

AMSTED INDUSTRIES, INC. ©

They carry, cushion and couple. (In Business week, May 5, 1962, p.117) © 5May62; KK180488.

ANCIENT AGE DISTILLING CO. ©

How a toothbrush scores a clean shot; sports idea contest. (In Sports afield, Dec. 1963, p.7) Appl. author: Otto Kleppner. © 1Dec63; KK178219.

How to give Fido a nose for news; here are ten \$50 prize winning tips in this month's Ancient Age sports idea contest. (In Sports afield, Mar. 1964, p.9) Appl. author: Otto Kleppner. © 1Mar64; KK179570.

If you can find a better bourbon, give it. (In Suburbia today, Dec. 1963, p.11) Appl. author: Otto Kleppner. © 1Dec63; KK178228.

- If you can find a better profit bourbon, buy it. (In Liquor store, Feb. 1964, p.6-7) Appl. author: Otto Kleppner. © 1Feb64; KK180108. Special holiday dividend for all residents of New Mexico. (In The New Mexican, Dec. 4, 1963, p.12) Appl. author: Otto Kleppner. © 4Dec63; KK178217.
- A sporting tip to straight shooters, if you can find a better bourbon, buy it ... Ancient Age bourbon. (In Skeeter magazine, Feb. 1964, p.15) Appl. author: Otto Kleppner. © 1Feb64; KK179087.
- ANDERSON, PATRICIA D. See ANDO ENTERPRISES.
- ANDERSON-BARROWS METALS CORP. © Presenting Miss Brass of 1964. 1 v. © 29Nov63; KK178850.
- ANDERSON CO. © Six-Pack simplified wiper blade inventory; stock no.866. Anco by Anderson. On folding carton. © 11Oct63; KK177939.
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- ANGOSTURA-WUPPERMAN CORP. © Him? He made an old fashioned and forgot the Angostura; Angostura aromatic bitters. (In Sports illustrated, Dec. 2, 1963, p.E2) Appl. author: Foote, Cone & Belding. © 28Nov63; KK178203.
- I'll have an old fashioned and be sure to add the Angostura bitters. [Desert scene] (In Sports illustrated, Dec. 16, 1963, p.59) Appl. author: Foote, Cone & Belding. © 12Dec63; KK178204.
- ANSON (ART) INC. © Novelty catalog, amusing novelties for bowlers, golfers, executives, parties, home bars. 32 p. Appl. author: Arthur H. Anson. © 9Jan64; KK180639.
- Reduce telefatigue, increase efficiency. 1 v. Appl. author: Arthur H. Anson. © Art Anson, Inc. (in notice: Art Anson); 9Jan64 (in notice: 1962); KK180638.
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- APEX DISTRIBUTING CO. © Kwik-Sign price kit. Card. Appl. author: Ray Hegre. © 13Apr64; KK180252.
- APON RECORD CO., INC. © Hungarian czardas with famous Sandor Lakatos and his gypsy orchestra; Apon-2742. Record sleeve. © 7Mar64; KK179339.
- Hungarian gypsy melodies with famous Sanor Lakatos and his orchestra; Apon-2741. Record sleeve. © 7Mar64; KK179340.
- Slovak czardas, folk songs and dances; Apon presents Dr. Josef Sramek; Apon-2479. Record sleeve. © 6Mar64; KK179341.
- AQUARIUM SUPPLY CO. PermaLife mast pH test kit for aquarium water. Card. © Aquarium Supply Co., division of Sternco Industries, Inc.; 18Mar64; KK180507.
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- ARLENCE LABORATORIES. © Sani-Soft contains lanolin, for dishes, fine fabrics; net contents 1 pint 6 ozs. Sticker. © 2Mar64; KK179710.
- Victor, all purpose spray cleaner beats them all; net contents 1 pint 6 ozs. Sticker. © 2Jan64; KK179709.
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- Chocolate bits Cookie Pops; bite size; net weight 7 1/2 ozs. On bag. © 9Jan64; KK178932.
- Chocolate mint cookie pops; net weight 7 1/2 ozs. On bag. © 24Feb64; KK179218.
- Dutch sauer rye; one pound sandwich bread. On wrapper. © 18Feb64; KK178933.
- Enriched sandwich Golden Egg; net weight 1 lb. On wrapper. © 31Mar64; KK179619.
- French hard loaf; net weight 8 oz. On wrapper. © 2Mar64; KK179618.
- ARVIN INDUSTRIES, INC. © Now, from the world's largest manufacturer of mufflers, the only totally new kind of exhaust system, ArviNode. (In Jobber topics, Feb. 1964, p.143-144, 147-148) Appl. author: Applegate Advertising Agency, Inc. © 10Feb64; KK179442.
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- ASHLAND OIL & REFINING CO. © Ashland Vitalized gasoline makes your engine come alive; dissolves harmful deposits, your engine runs clean. (In The Cincinnati post and times-star, May 26, 1964, p.9) Appl. author: Ralph H. Jones Co. © 26May64; KK180948.
- Ashland Vitalized gasoline makes your engine come alive; prevents harmful deposits in your carburetor. (In The Cincinnati post & times star, Apr. 21, 1964, p.2) Appl. author: Ralph H. Jones Co. © 21Apr64; KK179886.
- Ashland Vitalized gasoline makes your engine come alive; you get more power and better performance. (In The Cincinnati post and times-star, May 12, 1964, p.16) Appl. author: Ralph H. Jones Co. © 12May64; KK180420.
- Ashland Vitalized gasoline makes your engine come alive; you get up to 1000 bonus miles a year free. (In The Cincinnati post & times-star, Apr. 7, 1964, p.15) Appl. author: Ralph H. Jones Co. © 7Apr64; KK179673.
- Great new vitalized gasoline makes your engine come alive; dependable cold weather performance you can see. (In The Cincinnati post and times-star, Jan. 14, 1964, p.16) Appl. author: Ralph H. Jones Co. © 14Jan64; KK178511.
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- ASSOCIATED BLUE LAKE GREEN BEAN CANNERS, INC. © Warm days, cool nights and lakes of water ... Mr. Blue Lake green beans. (In Chain store age, Mar. 1964, p.23) © 1Mar64 (in notice: 1963); KK179658.
- Warm days, cool nights and lakes of water; Mr. Blue Lake green beans. (In Restaurant magazine, Dec. 1963, p.19) © 1Dec63; KK177982.
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- ASSOCIATED PRODUCTS, INC. RIVAL PACKING CO. See RIVAL PACKING CO.
- ATHLETIC GOODS DIVISION, SEAMLESS RUBBER CO. See SEAMLESS RUBBER CO. ATHLETIC GOODS DIVISION.
- ATLANTIC-PACIFIC MANUFACTURING CORP. © Marine life saving equipment ... 1964 catalog. 1 v. Appl. author: Hy Eleew. © 29Nov63; KK178966.
- ATLAS MINERAL PRODUCTS DIVISION, ELECTRIC STORAGE BATTERY CO. See ELECTRIC STORAGE BATTERY CO. ATLAS MINERAL PRODUCTS DIVISION.
- ATLAS SUPPLY CO. © Fifth mile free; new Atlas Plycron. (In Farm Journal, Apr. 1964, p.12-13) Appl. author: McCann-Erickson, Inc. © 14Mar64; KK180026.
- AUDIO FIDELITY, INC. © Bawdy hootenanny; Oscar Brand with Dave Sear on banjo; AFSD 6121. Record jacket. © 2Dec63; KK177825.
- Sound effects, volume 5; DFS 7016. Record jacket. © 2Dec63; KK177826.
- Sounds from Rikers Island; Elmo Hope ensemble; AFSD 6119. Record jacket. © 2Dec63; KK177828.
- The wonderful Belgian band organ, vol. 2; AFSD 6118. Record jacket. © 2Dec63; KK177827.
- AURORA PLASTICS CORP. © German World War II Panther tank ... all plastic assembly kit; kit no.302-98. Illus. signed: John Steele. On wrapper. © 28Jun63; KK178802.
- AUSTIN, NICHOLS & CO., INC. © As long as you're up, get me a Grant's. [Lady at piano] (In Saturday review, Feb. 22, 1964, p.8) © 20Feb64; KK180812.
- As long as you're up, get me a Grant's. [Man holding typewriter, dog at feet] (In The New Yorker, Feb. 15, 1964, p.19) © 13Feb64; KK180814.

AUSTIN, NICHOLS & CO., INC.-Con.

As long as you're up, get me a Grant's.
[Man sitting at typewriter] (In
Saturday review, Jan. 11, 1964,
p.8) © 9Jan64; KK180813.

As long as you're up, get me a Grant's;
ski-collar. (In Time, Feb. 21, 1964,
p.84) © 18Feb64; KK181103.

As long as you're up, get me a Grant's;
ski-knicker. (In Time, Mar. 27,
1964, p.NY13) © 24Mar64; KK181101.

As long as you're up, get me a Grant's;
traveler's. (In Amsterdam news,
Feb. 1, 1964, p.21) © 30Jan64;
KK181102.

AVIS, INC. ©

Avis can't afford worn wipers. (In
Travel weekly, July 2, 1963,
p.13) Appl. author: Doyle Dane
Bernbach, Inc. © 28Jun63;
KK178314.

Avis tries harder all over Europe
too. (In The New York times,
Feb. 9, 1964, resort & travel sec.)
Appl. author: Doyle Dane Bernbach,
Inc. © 9Feb64; KK179717.

If Avis goofs, do this. (In The New
York times, May 4, 1964, p.21)
Appl. author: Doyle Dane Bernbach,
Inc. © 4May64; KK180646.

If you have a complaint, call the
president of Avis. (In The New
York times, Apr. 20, 1964, p.21)
Appl. author: Doyle Dane Bernbach,
Inc. © 20Apr64; KK180476.

It's more fun to be no.2, you've got
somesplace to go. (In The New York
times, Feb. 24, 1964, p.13) Appl.
author: Doyle Dane Bernbach, Inc.
© 24Feb64; KK179474.

Thanks for the lift. (In Official
directory of the Building & Con-
struction Trades Council of Great-
er New York, Dec. 5, 1963, p.65)
Appl. author: Doyle Dane Bernbach,
Inc. © 3Dec63; KK177888.

Want a rentacar ski? That's an Avis
rent a car for skiers. (In Skiing
news magazine, Dec. 1963, p.114)
Appl. author: Doyle Dane Bernbach,
Inc. © 28Nov63; KK179889.

When you're only no.2, you try harder,
or else. (In The New York times,
Apr. 6, 1964, p.23) Appl. author:
Doyle Dane Bernbach, Inc. © 6Apr64;
KK179859.

AVIS TRANSPORT OF CANADA, LTD. ©

Avis can't afford to make you drive
with one hand; you rented a car.
(In The Reader's digest, Feb. 1964,
p.173) Appl. author: Doyle Dane
Bernbach, Inc. © 27Jan64;
KK179276.

Avis is not no.1 in rent a cars,
so why go with us? (In Marketing,
Oct. 11, 1963, p.7. Can.) Appl.
author: Doyle Dane Bernbach, Inc.
© 9Oct63; KK178687.

AVON PRODUCTS, INC. ©

All through the night, Avon's special
creams work in wondrous ways.
(In Ebony, Feb. 1964, p.131)
Appl. author: Monroe F. Dreher,
Inc. © 18Jan64; KK181145.

All through the night Avon's special
creams work in wondrous ways;
cosmetics. (In Ladies' home journal,
Jan.-Feb. 1964, p.50) Appl. au-
thor: Monroe F. Dreher, Inc.
© 7Jan64; KK180790.

Avon's new naturally pretty look, so
tender, it's tantalizing; cosmetics.
(In Progressive farmer, Mar. 1964,
p.108) Appl. author: Monroe F.
Dreher, Inc. © 16Feb64; KK180785.

Do you like being pampered? That's the
beauty of Avon calling; cosmetics.
(In Parents' magazine, Apr. 1964,
p.11) Appl. author: Monroe F.
Dreher, Inc. © 25Mar64; KK180786.

From Avon for your king for a day,
Avon calling with a new Father's
Day gift. (In Life, May 8, 1964,
p.8) Appl. author: Monroe F.
Dreher, Inc. © 4May64; KK180788.
So new, so flower true, Avon's after
bath freshener. (In Good house-
keeping, May 1964, p.71) Appl. au-
thor: Monroe F. Dreher, Inc.
© 18Apr64; KK180789.
Sweet as a breeze, controlled with
ease, with Hair Care by Avon. (In
Ladies' home journal, Apr. 1964,
p.23) Appl. author: Monroe F.
Dreher, Inc. © 24Mar64; KK180787.

B

B. B. FOODS CORP. ©

Price list, effective Mar. 1, 1964.
Sheet. Appl. author: Gerald Bass.
© 18Feb64; KK179184.

B. T. G. ASSOCIATES, INC. ©

Renu for aluminum & chrome; net con-
tents 6 fluid ounces. Sticker.
Appl. author: Barry Berman. NM:
revision. © 1Feb64; KK179943.

B. T. PUPPY RECORDS, INC. ©

B. T. Puppy Records. Slip. Appl.
author: William Conlon. © 1Apr64;
KK179679.

BACARDI IMPORTS, INC. ©

Buy dry Bacardi, enjoyable always and
all ways. (In The Miami news,
Dec. 27, 1963, p.5A) Appl. author:
Ross Roy, Inc. © 27Dec63; KK178116.

If you think Bacardi is enjoyable
only in cocktails; sure it makes
great cocktails; rum. (In Ebony,
June 1964, p.159) Appl. author:
Ross Roy, Inc. © 16May64;
KK180969.

If you think Bacardi is enjoyable
only in cocktails and cola, and
only whiskey is for highballs,
you've been missing half the fun.
Puerto Rican rum. (In The Miami
herald, Jan. 31, 1964, p.14-C)
Appl. author: Ross Roy, Inc.
© 31Jan64; KK178929.

If you think Bacardi is enjoyable
only in cocktails you've been miss-
ing half the fun, Bacardi is for
highballs, too; rum. (In Life,
Mar. 27, 1964, p.3 of cover)
Appl. author: Ross Roy, Inc.
© 23Mar64; KK179490.

It's Bacardi party time again. (In
Playboy, May 1964, p.58) Appl.
author: Ross Roy, Inc. © 16Apr64;
KK179813.

Smooth, dry and devilish; Bacardi
Devils; Puerto Rican rum. (In
Miami herald, Feb. 21, 1964,
p.8-C) Appl. author: Ross Roy,
Inc. © 21Feb64; KK179273.

Try one; if you think Bacardi is
enjoyable only in cocktails and
cola ... you've been missing half
the fun; Puerto Rican rum. (In
Dallas times herald, Feb. 28, 1964,
p.22-A) Appl. author: Ross Roy,
Inc. © 28Feb64; KK179271.

2 rare Bacardi rums now listed in
fifths. (In Ohio tavern news,
June 23, 1964, p.6) Appl. author:
Ross Roy, Inc. © 23Jun64; KK181328.

What is it? It's a Bacardi cocktail
if you use Bacardi rum. (In South-
ern beverage journal, Florida ed.,
June 1964, p.4) Appl. author: Ross
Roy, Inc. © 1Jun64; KK181104.

The who, what, when, where, and why
of Bacardi rum. 1 v. Appl. author:
Ross Roy, Inc. © 29Jan64; KK179322.

BADA CO. ©

Guaranteed Micro-Precision system
wheel balancing. Sheet. © 9Oct63;
KK178483.

Take a tip from a champion; Micro-
Precision wheel balancing.
[Endorsed by Fireball Roberts]
Poster. © 20Sep63; KK178482.

BAIRD, BETTY TAYLOR. ©
Janice Anne. Folder. © 12Dec63;
KK179936.

BAKER, ERNEST G. ©

A technical report on the need,
development, use, and effect of the
Dentween periodontal brush. Folder.
© 10May63; KK179083.

BALE PIN CO. ©

Dear president. The Senator. Folder.
NM: additions. © 31Dec63;
KK178172.

Dear Principal. The Senator.
8 p. NM: additions. © 21Feb64;
KK178920.

BALL BROS. CO. ©

Adjustable flow, Hygeia's important
exclusive difference; natural
nursers. (In Your new baby, Feb.
1964, p.32) Appl. author: Appleg-
ate Advertising Agency, Inc. NM:
revisions. © 20Jan64; KK178112.

Experienced mothers choose ...
Hygeia natural nursers. (In Modern
romances, Apr. 1964, p.70) Appl.
author: Applegate Advertising
Agency, Inc. © 5Mar64; KK179834.

For '64, Ball helps you more and does
it where it helps you most; home
canning center. (In The Voluntary
and cooperative groups magazine,
Apr. 1964, p.11) Appl. author:
Applegate Advertising Agency, Inc.
© 5Apr64; KK180246.

My heart, too, is in the jars you
see upon my shelves; love, not
just homemade chili sauce.
(In Grit, Apr. 5, 1964, p.13)
Appl. author: Applegate Advertising
Agency, Inc. © 5Apr64; KK180422.

New, Ball Dome lids, the sure-seal
reason why Ball Mason jars are the
world's best seller. (In Grit,
Apr. 5, 1964, p.13) Appl. author:
Applegate Advertising Agency, Inc.
© 5Apr64; KK180421.

BANCROFT (JOSEPH) & SONS CO. ©

This beautiful Ban-Lon fashion is
styled by. Folder. © 11Oct63;
KK179754.

BANK OF AMERICA, NATIONAL TRUST & SAVINGS ASSN., SAN FRANCISCO.

Man-on-the-spot in Osaka; Umeda Sub-
way Station. Photo by Globecombers.
(In Business week, Apr. 28, 1962,
p.4 of cover) © Bank of America,
National Trust & Savings Assn.;
28Apr62; KK178245.

BANK OF NEW YORK. ©

My estate plan provided everything to
my wife, too, until I learned about
a pilot trust. (In The New Yorker,
Feb. 22, 1964, p.55) Appl. author:
Doremus & Co. © 22Feb64; KK179272.

BANKER (R. C.) & CO. ©

Remodeling sale. Sheet. © 11Jun63;
KK177970.
Terrific 'n tremendous price blasting
sale. Sheet. © 11Jun63; KK177971.

BANKERS COMMERCIAL LIFE INSURANCE CO. ©

For Texas citizens only; special
enrollment for all Texans. Folder.
© 6Jan64; KK179379.

You asked for it, so here it is.
Sheet. © 1Apr64; KK180130.

BANKERS TRUST CO., NEW YORK.

Business in Africa? (In The New York
times, Jan. 20, 1964, p.46C) Appl.
author: West, Weir & Bartel, Inc.
© Bankers Trust Co.; 20Jan64;
KK178562.

- Business in Europe?** (In The New York times, Jan. 10, 1964, p.52L) Appl. author: West, Weir & Bartel, Inc. © Bankers Trust Co.; 10Jan64; KK178564.
- Business in Mexico?** (In The New York times, Jan. 17, 1964, p.57C) Appl. author: West, Weir & Bartel, Inc. © Bankers Trust Co.; 17Jan64; KK178563.
- BARDENHEIER (JOHN) WINE & LIQUOR CO.** See BARDENHEIER'S WINE CELLARS.
- BARDENHEIER'S WINE CELLARS.** Do-it-yourself drink like champagne. Card. © John Bardenheier Wine & Liquor Co. d.b.a. Bardenheier's Wine Cellars; 13Apr64; KK179815.
- BARKER (JAMES K.) INC.** See DECORATIVE TRENDS.
- BARNES MANUFACTURING CO. ©** Coloring book. Appl. author: Marion E. Burton. © 27Jun63; KK178642.
- BARNETT, INC. ©** Vended from coast to coast; PeeWees. Sheet. Appl. author: F. E. Barnett. © 14Nov63; KK177967.
- BARTON'S CANDY CORP. ©** He made a great emperor, but a terrible Santa, he ate all the children's peppermint cremes himself; Barton's bonbonniere. (In The New York times, Dec. 8, 1963, p.82) Appl. author: Doyle Dane Bernbach, Inc. © 8Dec63; KK178128.
- It was going to be a grim holiday, the gift the king wanted most of all had just run off to America; Barton's bonbonniere.** (In The New York times, Dec. 15, 1963, p.82) Appl. author: Doyle Dane Bernbach, Inc. © 15Dec63; KK178125.
- The Seder plate.** (In The New York times, Mar. 15, 1964, p.81) Appl. author: Doyle Dane Bernbach, Inc. © 15Mar64; KK179779.
- They're all Kosher-for-Passover and hard to resist; bonbonniere.** (In New York post, Mar. 19, 1964, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 19Mar64; KK179778.
- SIC PRODUCTS CORP. LINDBERG ENGINEERING CO. ©** Atmosphere generator calculator. Card. © 7Oct63; KK178261.
- DES FABRICS, INC. ©** Holly is jolly, but she'd prefer Bates; trim her tree with trinkets ... a luscious gift bedspread by Bates. (In The New York times magazine, Dec. 1, 1963, p.69) Appl. author: L. C. Gumbinner Advertising Agency. © 1Dec63; KK177818.
- How to make women chase you when you're 114.** (In Daily news record, Apr. 1, 1964, p.12-13) Appl. author: Gumbinner-North Co., Inc. © 1Apr64; KK180122.
- The newest incentive; now, from Bates, world's best known bedspreads.** (In Premium merchandising, Apr. 1964, p.13) Appl. author: Gumbinner-North Co., Inc. © 1Apr64; KK180550.
- Starting now, East is West.** (In Sun-set, June 1964, p.147) Appl. author: Gumbinner-North Co., Inc. © 25May64; KK181107.
- Thank you, George dear, for saving me \$5; to celebrate ... George Washington's Choice bedspread.** (In The New York times magazine, Feb. 16, 1964, p.35) Appl. author: Gumbinner-North Co., Inc. © 16Feb64; KK179530.
- Two queens make a full house of customers. Remember the last Queen Elizabeth bedspread promotion?** (In Daily news record, Mar. 18, 1964, p.12-13) Appl. author: Gumbinner-North Co., Inc. © 18Mar64; KK180120.
- The well-dressed bed wears Bates.** (In 1964 contract directory, Jan. 1964, p.176) Appl. author: Gumbinner-North Co., Inc. © 10Jan64; KK178911.
- What a dream of a sale; you'll want a houseful of Bates bedspreads.** (In Potomac (The Washington post) Dec. 29, 1963, p.3) Appl. author: L. C. Gumbinner Advertising Agency. © 29Dec63; KK178653.
- Will America re-elect George in February?** (In Daily news record, Feb. 5, 1964, p.12-13) Appl. author: Gumbinner-North Co., Inc. © 5Feb64; KK178912.
- BAUGHMAN, VELMA W.** See BAUGHMAN REALTY CO.
- BAUGHMAN REALTY CO.** An open letter to all of rededication for more professional and scientific approach to a new year in real estate. (In The Lima citizen, Dec. 24, 1963, p.32) © Velma W. Baughman d.b.a. Baughman Realty Co.; 24Dec63; KK179715.
- BEAR MANUFACTURING CO. ©** Announcing proving ground performance, a new dimension in automotive service. Card. Appl. author: Stevens Kirkland Stabelfeldt, Inc. © 16Dec63; KK178577.
- The Bear instant drive-over test that revolutionized alignment selling now goes Flash-O-Matic.** (In Motor magazine, Jan. 1964, p.52-55) Appl. author: Stevens Kirkland Stabelfeldt, Inc. © 15Jan64; KK179287.
- It's dangerous and costly to drive with out-of-line wheels; Bear service.** Card. Appl. author: Stevens Kirkland Stabelfeldt, Inc. © 16Dec63; KK178576.
- Now, proving ground performance service.** (In Automotive news, Feb. 3, 1964, p.54-55) Appl. author: Stevens Kirkland Stabelfeldt, Inc. © 1Feb64; KK179286.
- Official standards as furnished by Automobile and Truck Manufacturers, January 1, 1964.** Sheet. © 15Jan64; KK178804.
- Your proving ground report based on tests performed on the Bear Autorol.** Card. Appl. author: Stevens Kirkland Stabelfeldt, Inc. © 17Dec63; KK178945.
- BEATRICE FOODS CO. ©** Meadow Gold chocolate revel ice cream; one half gallon liquid. On folding carton. © 20Mar64; KK181172.
- Meadow Gold Royal Dutch chocolate ice cream; one half gallon liquid.** On folding carton. © 23Apr64; KK181174.
- Meadow Gold vanilla, chocolate, butter pecan ice cream; one half gallon liquid.** On folding carton. © 20Mar64; KK181173.
- BEAUTITONE PHOTOS. ©** Wallet photos. (In Teen magazine, Dec. 1963, p.80) Appl. author: Robert Bethé. © 15Nov63; KK180019.
- BEAUTY BY SPECTOR, INC. ©** Now available in McKeesport exclusively at the Royal Salons of Beauty by Spector; the fabulous new, Royal Gold Starlite creme permanent wave. Card. Appl. author: Myer Spector. © 1Jul63; KK178515.
- BEEBE BROS., INC. ©** It's new, Beebe Bros. ratchet-puller. (In Construction equipment and materials, Jan. 1964, p.141) © 5Jan64; KK179182.
- It's new, Beebe Bros. ratchet-puller, 5 exclusive features.** (In New equipment digest, Jan. 1964, p.14) © 1Jan64; KK179183.
- New, Beebe Bros. heavy duty self-locking worm gear winches.** (In The Waterways journal, Oct. 5, 1963, p.42) © 5Oct63; KK179181.
- BELSON CORP. HOFFMAN INDUSTRIES. AIR APPLIANCE DEPT. See HOFFMAN INDUSTRIES. AIR APPLIANCES DEPT.**
- BENEFICIAL FINANCE CO. ©** The one place to call for money the minute you want it. (In The Fayetteville observer, Dec. 26, 1963, p.2C) © 26Dec63; KK178374.
- BENFIELD, JOHN D. ©** Zip guide ... offset computer; instruction plate. © 2Jan64; KK178256.
- BENSON PACKING CO. ©** Mr. Ben's original Corned Beef 'N Bar B Q sauce; net wt. 1 lb. Card. Appl. author: E. M. Rosenthal. © 30Mar64; KK179565.
- BENTZINGER BROS., INC. ©** BB instant brush cleaner. Card. © 31Jan64; KK179488.
- Use a clean brush; paint with a Bentzinger.** Card. © 31Jan64; KK179498.
- BERARDI'S CROSSROADS. ©** The time and eternity watch. Sheet. Appl. author: Vito Beradi. © 17Apr64; KK180065.
- BERKLINE CORP. ©** Berkline believes that warehousing is a most misunderstood word. (In Home furnishings daily, Mar. 2, 1964, p.9) © 2Mar64; KK181295.
- Berkline blesses the little woman who insisted on beauty without bulk, comfort without clumsiness.** (In Home furnishings daily, Feb. 10, 1964, p.9) © 10Feb64; KK181324.
- Berkline is big business, but old fashioned.** (In Home furnishings daily, Apr. 27, 1964, p.9) © 27Apr64; KK181325.
- Berkline is the king of comfort chairs.** (In Home furnishings daily, Feb. 17, 1964, p.7) © 17Feb64; KK181326.
- BERRY, JOHN F.** See GEM RECORDS.
- BERTRAM INTERNATIONAL RECORDS.** Don Baduria, world's greatest ukulele stylist. Record sleeve. © Bertram International Records (in notice: Bertram International); 31Aug63; KK181125.
- The Tilton sisters, Hawaii's favorite teenage singers.** Record sleeve. © Bertram International Records (in notice: Bertram International); 31Aug63; KK181126.
- BE-RU CREATIONS, INC.** The shell game of marine life. Sheet. © Be-Ru Creations, Inc., d.b.a. A Be-Ru Creation; 19Feb64; KK181261.
- BESCO INDUSTRIES. ©** Versatile streamline tongs. Sheet. Appl. author: Milton W. Beach. © 18Dec63; KK178512.
- BEST KOSHER SAUSAGE CO. ©** Did you ever see a Kosher cow? (In Chicago daily news, May 14, 1964, p.17) © 14May64; KK180653.

- BIG DRUM, INC.** ©
Twin delight; TD 64-1. Sheet.
© 22Jun64; KK181190.
- BIG DRUM, INC. DRUMSTICK CO.** See
DRUMSTICK CO.
- BINGO KING CO., INC.** ©
World's largest manufacturers and
distributors of top notch quality
Bingo equipment; everything and
anything for good Bingo. Folder.
© 20Oct63; KK178506.
- BISHOP (HAZEL) INC.** ©
Face lift without surgery; Sudden
Change by Lanolin Plus. Folder.
© 31Jan64; KK180770.
- BISHOP (HAZEL) INC. LANOLIN PLUS
DIVISION.**
Glycerine and rose water instant
shaving cream by Lanolin Plus;
net cont. 13 oz. avoird. On can.
© Hazel Bishop, Inc. (in notice:
Lanolin Plus Division, Hazel Bishop,
Inc.); 31Jan64; KK179960.
Glycerine and rose water theatrical
cleansing cream by Lanolin Plus;
net contents 14 oz. avoird. On
bottle. © Hazel Bishop, Inc. (in
notice: Lanolin Plus Division,
Hazel Bishop, Inc.); 31Jan64;
KK179961.
- BLACK, HERBERT.** ©
Check your pocket change, save the
coins on this list, they are worth
more than face value or actual
cash value. Folder. © 21Feb64;
KK178959.
- BLETT, D. O.** ©
Art/advertising. Folder.
© 16Dec63; KK178177.
- BLOCH (ALBERT) & SONS, INC.** ©
The most exciting profit-maker in
chamois history; Mayfair square
shaped chamois. Folder. © 6Nov63;
KK179077.
- BONIECKI.**
Stic-tac-toe, outer space game.
On wrapper. © Krystyna W. &
Maria Albin Boniecki d.b.a.
Boniecki; 1Jun62; KK177973.
- BONIECKI, KRISTYNA W.** See **BONIECKI.**
- BONIECKI, MARIA ALBIN.** See **BONIECKI.**
- BORDEN CO.** ©
Alpine spice cottage cheese gives
you a lift for Lent. (In Life,
Mar. 16, 1962, p.26) © 12Mar62;
KK178437.
- Delicious Borden's egg nog, now in
new cans or colorful cartons.
(In Ladies' home Journal, Dec. 1963,
p.35) © 26Nov63; KK179687.
- Eagle Brand sweetened condensed
milk; net weight 15 ounces. On
wrapper. © 28Feb64 (in notice:
1963); KK180957.
- Gentle but effective protection for
infant skin; Methakote. Folder.
© 29Apr64; KK180106.
- Half and half gives you the best of
everything. (In Good housekeeping,
May 1964, p.180) © 21Apr64;
KK180104.
- Instant western omelet mix; net
wt. 1-5/6 oz. On folding carton.
© 31Oct63; KK179688.
- It's different, it's Dutch, with the
Borden touch; Dutch chocolate ice
cream. (In The Saturday evening
post, June 23, 1962, p.11)
© 19Jun62; KK180221.
- The juiciest cherries are in Borden's
cherry vanilla. (In Better homes
and gardens, Feb. 1964, p.103)
© 15Jan64; KK180105.
- Starlac instant nonfat dry milk makes
1 quart; net. wt. 1 lb. 3 1/5 oz.
On folding carton. © 31Oct63;
KK179689.
- Starlac instant nonfat dry milk,
makes 1 quart. On bag. © 30Sep63;
KK180956.
- Wyler's instant iced tea mix; net
wt. 1 1/2 oz. On bag. © 14Feb64;
KK179004.
- BORG-WARNER CORP.** ©
Frank Blair of NBC-TV's Today show
gives you the inside story: Here's
how America's most dependable re-
frigerator is built in the brand
new, modern Norge plant. (In Life,
May 11, 1962, p.110-111) © 11May62;
KK178519.
- Let's take the walk out of sidewalks.
(In The Wall Street Journal, Apr. 4,
1962, p.3) © 4Apr62; KK179796.
- BOSAK, THEODORE.**
Breakfast terrace. See **SEEMAN
(JAMES) STUDIOS, INC.**
Delft. See **SEEMAN (JAMES)
STUDIOS, INC.**
Garden ornaments. See **SEEMAN
(JAMES) STUDIOS, INC.**
- BOST, ALVIN E.** See **ECLIPSE.**
- BOSTON PRINT. CO.**
Complete 1964 schedule, go Red Sox.
Folder. © Nathan R. Krook d.b.a.
Boston Print. Co.; 10Jan64;
KK178767.
- BOSTON SAFE DEPOSIT & TRUST CO.** ©
New 56th edition, now available on
request from the Financial Cabinet:
Financial statistics of Massachu-
setts. (In Boston herald, Jan. 30,
1964, p.27) Appl. author: Mogul
Williams & Saylor, Inc., employer
for hire of Wray D. Kennedy.
© 30Jan64; KK178561.
- While you slalom at Stowe, Boston's
unique Financial Cabinet runs
a smoothly coordinated financial
plan for you and your family. (In
Boston traveler, Feb. 3, 1964,
p.3) Appl. author: Mogul Williams
& Saylor, Inc., employer for hire
of Wray D. Kennedy. © 3Feb64;
KK178736.
- While you're building a skyscraper,
our unique financial cabinet is
building an aggressive investment
program for you. (In Boston
traveler, Nov. 4, 1963, p.12) Appl.
author: Mogul Williams & Saylor,
Inc., employer for hire of Wray D.
Kennedy. © 4Nov63; KK177976.
- BOTANY INDUSTRIES, INC.** See **SEA & SKI
CO.**
- BOWERS, JANE GARDNER RILEY.** ©
Jane Bowers sings folk songs for
little folks. Cover photo by
Ann Tobin. On wrapper. © 27Mar64;
KK180953.
- Jane Bowers sings gospel songs.
On wrapper. © 26Mar64; KK180952.
- BRACH (E. J.) & SONS.** ©
Frisky, fresh and full of fun; treat
yourself to a quick energy lift
with Brach's candy refreshers.
(In Life, May 18, 1962, p.113)
© 15May62; KK178943.
- BRADFUTE CORP.**
Hundreds of cash prizes, Red & White
continues to give you more in '64.
(In The Mount Pleasant Journal,
Dec. 27, 1963, p.10) © 27Dec63;
KK178742.
- Win cash, at Chasse's Shop 'n Save;
enter the Dinner Derby now.
(In The Sanford tribune and ad-
vocate, Sanford, Me., Jan. 23,
1964, section A, p.5) © Bradfute
Corp.; 23Jan64; KK178739.
- BRADLEY, BEATRICE J.** ©
Beverage advertisement. Sheet.
© 13Nov63; KK178761.
- BRADLEY (MILTON) CO.**
Set back, The Beverly Hillbillies
card game. See **FILMWAYS TV
PRODUCTIONS, INC.**
- BRANDY DISTILLERS CO.** ©
Coronet VSQ brandy smooths any drink
in the house. (In The Washington
post, Nov. 13, 1963, p.A11)
© 13Nov63; KK179144.
- The gift to remember, Coronet VSQ
brandy. (In Boston globe, Dec. 2,
1963, p.33) © 2Dec63; KK178559.
- BRECK (JOHN H.) INC.** ©
Hair set mist. Janice Vaughan.
(In Seventeen, Jan. 1962, p.6)
© 2Jan62; KK178171.
- Two new types have been added to the
original Breck hair set mist.
Janice Vaughan. (In Post exchange
and commissary, May 1962, p.3 of
cover) Appl. states prev. reg.
KK178171. NM: additions.
© 1May62; KK179901.
- BREEDERS EQUIPMENT CO.** ©
Bequipco special flea attractant.
Sticker. Appl. author: Alfred
Kissileff. © 1Mar64; KK179672.
- BREWERS GUILD OF AMERICA.** ©
Gentry, nothing you've ever tasted
before, ever tasted like Gentry,
a malt beverage in the grand manner.
Sheet. © 14Jan64; KK178764.
- BRISTOL MYERS CO. GROVE LABORATORIES.**
See **GROVE LABORATORIES.**
- BRONNER (FRED) CORP.** ©
Matchbox king-size series; die-cast
metal, authentic scale models.
Sheet. © 2Mar64; KK179041.
- Matchless Matchbox series; for hours
of matchless fun, collect these
die-cut miniatures; authentic scale
models. © 3Feb64 (in notice:
1963); KK178838.
- Matchbox series major packs and
accessory packs; die-cast all
metal, authentic scale models.
Sheet. © 2Mar64; KK179049.
- Models of yesteryear; die-cast all
metal, authentic scale models.
Sheet. © 2Mar64; KK179046.
- BROWN (JOHN CLARK) INC.** ©
Deluxe luster chrome clothes sprink-
ler; Kenberry product no.48. Card.
© 20Jan64; KK179178.
- Kenberry Squeezit key, the easy way
to squeeze a tube; Kenberry product
no.40; 8 reusable keys. Card.
© 18Feb64; KK179177.
- Stainless steel Star tongs, serves
food the professional way; Kenberry
product no.175. On wrapper.
© 18Feb64; KK179179.

BROWN & WILLIAMSON TOBACCO CORP. ©

Clove? Yes, clove, you can scarcely taste it. Breeze filter tip cigarettes. (In Temple daily telegram, June 10, 1963, p.10) Appl. author: Ted Bates & Co., Inc. NM: addition. © 10Jun63; KK177953.

Just the right touch of menthol.

(In Army times, European ed., Nov. 6, 1963, p.24. Frankfurt) Appl. author: Post-Keyes-Gardner, Inc. © 6Nov63; KK181238.

Now available America's fastest growing cigarette; just the right touch of menthol. (In The Overseas family, Oct. 4, 1964, p.6. Frankfurt) Appl. author: Post-Keyes-Gardner, Inc. © 4Oct63; KK181171.

Only cigarette with 3 different proven filters; new triple filter Avalon. (In San Francisco chronicle, Jan. 21, 1964, p.40) Appl. author: Ted Bates & Co., Inc. © 21Jan64; KK179104.

So you're smoking Raleigh too; smoked yours, liked the taste. [Front view port. of male in checkered shirt offering cigarette to male in dark shirt] (In Army times, European ed., May 13, 1964, p.42. Frankfurt) Appl. author: Post-Keyes-Gardner, Inc. © 13May64; KK181237.

So you're smoking Raleigh too; smoked yours, liked the taste. [Rear view port. of a male in checkered shirt offering cigarette to male in dark shirt] (In Army times, European ed., Mar. 18, 1964, p.28. Frankfurt) Appl. author: Post-Keyes-Gardner, Inc. © 18Mar64; KK181236.

These are the 7 leading filter cigarettes, which one is the Viceroy? (In Daily news, New York, Jan. 16, 1964, p.39) Appl. author: Ted Bates & Co., Inc. © 16Jan64; KK178666.

Vending operators; here's more money for you. (In Vend, Mar. 15, 1963, p.73) Appl. author: Ted Bates & Co., Inc. © 15Mar63; KK177959.

Viceroy's got the taste that's right. [Hunters resting under tree] (In Life, Oct. 25, 1963) Appl. author: Ted Bates & Co., Inc. © 21Oct63; KK177991.

Viceroy's got the taste that's right. (Ice skating) (In Sports illustrated, Mar. 2, 1964, p.4 of cover) Appl. author: Ted Bates & Co., Inc. © 27Feb64; KK180587.

Viceroy's got the taste that's right. Ski lodge. (In Ebony, Feb. 1964, p.61) Appl. author: Ted Bates & Co., Inc. © 23Jan64 (in notice: 1963); KK180562.

Viceroy's got the taste that's right; ski lodge. (In True, Jan. 1964, p.2 of cover) Appl. author: Ted Bates & Co., Inc. © 12Dec63 (in notice: 1964); KK178682.

Viceroy's got the taste that's right. [Two couples by Christmas tree] (In Playboy, Dec. 1963, p.13) Appl. author: Ted Bates & Co., Inc. © 12Nov63; KK177999.

Viceroy's got the taste that's right. [Two couples by fireplace] (In Louisville defender, Sept. 26, 1963, p.16) Appl. author: Ted Bates & Co., Inc. © 22Sep63; KK177836.

Which one is the Viceroy? Why should you care? (In Journal American, New York, Jan. 28, 1964, p.28) Appl. author: Ted Bates & Co., Inc. © 28Jan64; KK178667.

Which one is the Viceroy? Why should you care? [Lighter illuminating head of male] (In Journal American, New York, Jan. 21, 1964, p.30) Appl. author: Ted Bates & Co., Inc. © 21Jan64; KK178668.

Who made the big news in '62? B&W that's who. [Four leading cigarette brands] (In Super market

merchandising, Mar. 1963, p.57) Appl. author: Ted Bates & Co., Inc. © 1Mar63; KK177954.

BROWN-FORMAN DISTILLERS CORP. ©

Buy your pleasure big; Old Forester Kentucky straight bourbon whisky. (In News-post, Baltimore, July 2, 1963, section B, p.2B) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 2Jul63; KK178144.

Get built-in profits with Brown-Forman's revolutionary new magic case. (In California's beverage industry news, Oct. 1, 1963, p.19) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Oct63; KK178263.

The gifts that get a smile, this season give a tasteful decanter of famous Old Forester. (In Holiday, Nov. 1963, p.105) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 10Oct63; KK178269.

Give the gifts you'd like to get, Old Forester. (In Chicago tribune, Nov. 29, 1963, section 3, p.3) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 29Nov63; KK178265.

Give the gifts you'd like to get, Old Forester. (In The Florida times-union, Jacksonville, Nov. 20, 1963, p.20) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 20Nov63; KK178268.

Great gift idea for CAA members, for the man who has everything else, personalized decanter of famous Old Forester bottled in bond. (In The Cherry circle, Nov. 1963, p.21) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 5Nov63; KK178264.

Last shipment of Canada's valley whisky for the holidays; Gold Pennant. (In The Evening star, Washington, D. C., Dec. 3, 1963, p.A-9) © 3Dec63; KK178095.

Now in a decanter, Old Forester 86. (In Amarillo globe times, Oct. 30, 1963, p.33) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 30Oct63; KK178266.

Now in a decanter, Old Forester 86. (In The Washington-post, Nov. 15, 1963, p.C-24) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 15Nov63; KK178270.

Now in a decanter, Old Forester 86, there is nothing better in the market. (In Michigan beverage news, Nov. 4, 1963, p.23) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 4Nov63; KK178267.

Saratoga, 100 years of racing. (In The New York times, Aug. 16, 1963, p.L19) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 16Aug63; KK178151.

The style of holidays '63 from Brown-Forman; Old Forester. (In Rhode Island beverage journal, Oct. 1963, p.18-19) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Oct63; KK178852.

Tilt, that's the most accurate way to picture them, tilted. (In Bar management, July 1963, p.17) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 15Jul63; KK178149.

Tonight, discover the flavor the label describes; Old Forester Kentucky straight bourbon whisky. (In Sports illustrated, June 24, 1963, p.2 of cover) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 20Jun63; KK178150.

Tonight, live a little; toast the days success with Old Forester. (In The Indianapolis news, Mar. 18, 1964, p.40) Appl. author: Erwin Wasey, Ruthrauff & Ryan, Inc. © 18Mar64; KK180172.

Tonight, Old Forester Kentucky straight bourbon whisky. (In Chicago tribune, July 2, 1963, section 3, p.3) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 2Jul63; KK178146.

Tonight, Old Forester Kentucky straight bourbon whisky. (In U. S. news & world report, July 8, 1963, p.2 of cover) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Jul63; KK178145.

Tonight, Old Forester Kentucky straight bourbon whisky. (In U. S. news & world report, Sept. 2, 1963, p.2 of cover) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 26Aug63; KK178148.

Tonight, reach for the label that makes this promise; Old Forester Kentucky straight bourbon whisky. (In The Louisville times, Sept. 4, 1963, section 2, p.8) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 4Sep63; KK178147.

BROWN SHOE CO. ©

Brownstudy; expansion as a road to increased profits; vol.2, no.4. Folder. Appl. author: Leo Burnett Co., Inc. © 5Feb64; KK178580.

BRUNO, DON.

Citrus charcoal, made from pure citrus wood. (In South Lake press, Feb. 6, 1964, p.4) © Don Bruno & C. C. Taylor; 6Feb64; KK180701. Citrus-chips made from pure citrus wood. (In South Lake press, Feb. 6, 1964, p.2) © Don Bruno & C. C. Taylor; 6Feb64; KK180484.

BRUNSWICK CORP. ©

Come have a ball; come in for our new method free learn to bowl classes. Folder. © 31Aug61; KK180478.

BRUNSWICK CORP. KIEKHAEFER CORP. See KIEKHAEFER CORP.

BRYCE PACKAGING, INC. ©

Crackin' Good twin pack dip chips; net wt. 10 ozs. On wrapper. © 10Dec63; KK179604. Kay brand potato chips; net wt. 1 pound. On bag. © 20Apr64; KK180260.

BUCHANAN, GEORGE A. ©

Return from the test drive. Sheet. © 18Apr64; KK181167.

BUILDERS & REMODELERS, INC. ©

Home owners, see what your gift is; have fun, look inside; Crest steel siding. Folder. Appl. author: O. E. Wadenstein. © 6Jun64; KK181259.

BULLARD (E. D.) CO. ©

Let it freeze, Bullard winter liners still give double value. (In Safety engineering, Aug. 1963, p.3 of cover) © 15Jul63; KK180376. Protect your head, you're no good dead. Sheet. © 10Nov63; KK180377. Take Imun oak now and enjoy a summer free of poison oak. Sheet. © 14Feb64; KK180378.

BULOVA WATCH CO., INC. ©

The Accutron story. (In Modern railroad, Apr. 1964, p.12) Appl. author: Doyle Dane Bernbach, Inc. © 30Mar64; KK180159.

The Accutron story. (In U. S. news & world report, Apr. 13, 1964, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 11Apr64; KK180071.

The Accutron story, all the parts that make a watch fast or slow have been left out. (In Playbill, Apr. 1964, p.20) Appl. author: Doyle Dane Bernbach, Inc. © 30Mar64; KK180577.

- BULOVA WATCH CO., INC.-Con.**
The calendar part of this \$14.95 watch is as accurate as the calendar part of a \$1000 chronometer. (In Life, June 5, 1964, p.126) Appl. author: Doyle Dane Bernbach, Inc. © 3Jun64; KK181197.
Your watch was destined to be wrong, Accutron is not. (In Life, June 5, 1964, p.99) Appl. author: Doyle Dane Bernbach, Inc. © 3Jun64; KK181195.
- BURGESS-MANNING CO. ©**
Air intake filter/silencer; 3000 series. Sheet. (Bulletin 603-D) Appl. author: Evans-Young-Wyatt Advertising, Inc. © 27Jan64; KK178382.
B. M. C. compact snubber. Sheet. (Bulletin 283-D) Appl. author: Evans-Young-Wyatt Advertising. © 12Jun64; KK181114.
EMI intake snubbers. Sheet. Appl. author: Evans-Young-Wyatt Advertising, Inc. © 19May64; KK180683.
Flow chart for vane line separators. Looseleaf. Appl. author: Peter M. Kaufmann. © 19Aug63; KK177869.
Porushair filters. Sheet. Appl. author: Evans-Young-Wyatt Advertising, Inc. © 19May64; KK180684.
- BURLINGTON INDUSTRIES. JAMES LEES & SONS CO. See LEES (JAMES) & SONS CO.**
- BURTONITE CO., INC. ©**
Lower costs while improving quality; Burtonite no.7, chemical hydration in dry form. (In Tappi, Jan. 1964, p.145A) Appl. author: Burton H. Greenwood. © 15Jan64; KK180492..
- BURY THE BUTT. ©**
R. I. P. Sticker. Appl. author: F. Robert Brucker. © 18Mar64; KK179897.
- BUXTON, INC. ©**
If you appreciate rich natural woods, run your finger over these; Lord Buxton. (In Ladies' home journal, May 1964, p.90) Appl. author: Doyle Dane Bernbach, Inc. © 29Apr64; KK180513.
Lady Buxton's thousand-and-one-nighter, the clutch is tireless; Scheherazade. (In Seventeen, Feb. 1964, p.4 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 27Jan64; KK179478.
Own an original; Lady Buxton promises you'll never see a Celebration clutch purse that isn't an exclusive. (In McCall's, Apr. 1964, p.197) Appl. author: Doyle Dane Bernbach, Inc. © 30Mar64; KK180512.
This is a Lady Buxton tortoise, off and running as usual. (In McCall's, Apr. 1964, p.197) Appl. author: Doyle Dane Bernbach, Inc. © 30Mar64; KK180984.
- C**
- C. & W. CO. ©**
For the professional and the do-it-yourselfer; Zipaway. Now, remove any wall covering. Card. NM: additions. © 17Apr64; KK180126.
- CAL-DAK INDUSTRIES, INC.**
Family size Fold-A-Way Dryer; item no.6464. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 25Feb64; KK179188.
Family-size fold-a-way dryer; item no.6464. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 1Apr64; KK179677.
Make any bed safe for children with a Cal-Dak nylon-net-panel bed rail; item no.7982. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 30Mar64; KK179557.
Multi-duty Hinged Bed Rail; item no.7940. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 12Mar64; KK179187.
Multi-duty hinged bed rail; item no.7940. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 23Jun64; KK181275.
New dimensions in tray tables; item no.1488. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 15Jun64; KK181276.
Pamper yourself or a loved one, with this Pamper tray; super king-size; item no.4944. Sticker. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 15Jun64; KK181277.
Sensational new Cal-Dak deluxe fiber glass Tip-Top Table. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 25Feb64; KK179186.
The sensational new Cal-Dak Tip-Top Table. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 25Feb64; KK179185.
- CALIFORNIA HEAT PUMP CORP. ©**
Electro-hydronic air-conditioner model CP-1, heat pump model CHP-1. Folder. © 23Jan64; KK180759.
Electro-hydronic air-conditioner model CP-1.5, heat pump model CHP-1.5. Folder. © 23Jan64; KK180756.
Electro-hydronic air-conditioner model CP-2, heat pump model CHP-2. Folder. © 23Jan64; KK180758.
Electro-hydronic air-conditioner model CP-2.5, heat pump model CHP-2.5. Folder. © 23Jan64; KK180757.
Electro-hydronic air-conditioner model CP-3, heat pump model CHP-3. Folder. © 23Jan64; KK180791.
A new concept in year 'round comfort for apartment buildings. Folder. © 7Aug62; KK180792.
- CALVERT DISTILLERS CO.**
Calvert extra, blended whiskey; \$2.55 pint. (In New Bern sun journal, Feb. 3, 1964, p.3) Appl. author: Doyle Dane Bernbach, Inc. © Calvert Distillers Co. (in notice: Calvert Distilling Co.); 3Feb64; KK179818.
Calvert extra, blended whiskey; \$4.05 fifth. (In Fayetteville observer, Feb. 4, 1964, p.5A) Appl. author: Doyle Dane Bernbach, Inc. © Calvert Distillers Co. (in notice: Calvert Distilling Co.); 4Feb64; KK179817.
The five great bar topics of '63. (In Beverage media, Dec. 1963, p.3 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 28Nov63; KK177814.
Introducing soft whiskey. (In Philadelphia inquirer, May 14, 1963, p.48) Appl. author: Doyle Dane Bernbach, Inc. © 14May63; KK179577.
Now we're putting soft whiskey on the outside of the bottle; too. (In Control State review, Jan.-Feb. 1964, p.48) Appl. author: Doyle Dane Bernbach, Inc. © 28Dec63 (in notice: 1964); KK179481.
- Soft whiskey; how is it soft?**
(In Philadelphia inquirer, June 12, 1963, p.25) Appl. author: Doyle Dane Bernbach, Inc. © 12Jun63; KK179581.
Soft whiskey can do anything any other whiskey can do; it just does it softer. (In New York world-telegram and sun, Feb. 3, 1964, p.30) Appl. author: Doyle Dane Bernbach. © 3Feb64; KK179275.
Soft whiskey can do anything any other whiskey can do, it just does it softer; Calvert extra blended whiskey. (In Life, Feb. 21, 1964, p.90) Appl. author: Doyle Dane Bernbach, Inc. © 19Feb64; KK179476.
Soft whiskey, explained. (In Los Angeles herald examiner, Apr. 30, 1963, p.B8) Appl. author: Doyle Dane Bernbach, Inc. © 30Apr63; KK179579.
Soft whiskey, explained. (In Philadelphia inquirer, June 3, 1963, p.10) Appl. author: Doyle Dane Bernbach, Inc. © 3Jun63; KK179576.
Soft whiskey fools you, it swallows easy; Calvert extra blended whiskey. (In Poughkeepsie journal, Oct. 15, 1963, p.4) Appl. author: Doyle Dane Bernbach, Inc. © 15Oct63; KK178129.
Soft whiskey fools you, it swallows easy; so easy, you forget that it's 86 proof. (In Chicago tribune, Aug. 23, 1963, section 3, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 23Aug63; KK178998.
Soft Whiskey is as whiskey a whiskey as any whiskey you can buy. (In Time, May 15, 1964, p.4 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 13May64; KK181086.
Soft whiskey, is it hard liquor? (In Appeal-democrat, May 29, 1963, p.24) Appl. author: Doyle Dane Bernbach, Inc. © 29May63; KK179575.
Soft whiskey, plain, soft whiskey, fancy; Calvert extra blended whiskey. (In San Francisco chronicle, Dec. 3, 1963, p.15) Appl. author: Doyle Dane Bernbach, Inc. © 3Dec63; KK178130.
Some people ask for the soft whiskey, others ask for Calvert extra. (In Beverage media 1964 blue book, Apr. 1964, pt.2, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 28Mar64; KK180254.
Take care, soft whiskey swallows easy; but it's 86 proof. (In Neward star ledger, Mar. 3, 1964, p.30) Appl. author: Doyle Dane Bernbach, Inc. © 3Mar64; KK179819.
What's going to make people stop drinking hard liquor? Soft whiskey. (In Beverage media, June, 1963, p.83 & 85) Appl. author: Doyle Dane Bernbach, Inc. © 31May63; KK179582.
- CAMEO-PARKWAY RECORDS, INC. ©**
Wyncote; Beatle mania, the Liverpool; W-9001-A. Sticker. © 23Jan64; KK178498.
- CAMPBELL (HARRY T.) & SONS' CORP.**
Patch it, repair it, build it in a jiffy with Sakrete products. (In Albany times union, Apr. 5, 1964) © Harry T. Campbell & Sons' Corp., a subsidiary of Flintkote Co. & Sakrete, Inc.; 5Apr64; KK180564.
- CANAAN PRODUCTS. ©**
Why you can't wash in water, use Wash 'n Dri. (In Better homes & gardens, Feb. 1964, p.4-5-8) Appl. author: Norman, Craig & Kummel, Inc. © 14Jan64; KK180930.
- CANTON REDWOOD YARD, INC. ©**
1964 book of redwood fences. Folder. © 6Mar64; KK180094.

CARNATION CO. ©
Eat your milk to go, grow and glow with Carnation. Wall chart. © 15Feb64; KK181211.

CARR INDUSTRIES. ©
Kleen-A-Roller, cleans water soluble paints from 7" to 9 1/2" rollers. Card. Appl. author: Jack L. Carr. © 17Mar64; KK179627.

CARTER PRODUCTS, INC. ©
Eat what you want on weekends; still lose up to 2 lbs. every week! (In Phoenix gazette, Sept. 19, 1963) Appl. author: Ted Bates & Co., Inc. © 19Sep63; KK177957.
New, extra-thick luxury lather; Rise; 6 1/4 oz. net wt. On can. NM: additions & revisions. © 30Dec63; KK180728.
New, non-sticky Arrid roll-on deodorant with Perstop; net weight 1 oz. On folding carton. © 30Dec63; KK179711.

CATALINA, INC. ©
Part of the art of Eve. (In Glamour, May 1962, p.51) © 19Apr62; KK180583.

CATERPILLAR TRACTOR CO. ©
Cat parts quality: track parts. Deep hardened link for 977 and 8.00" pitch D7. Sheet. © 15Apr64; KK180272.
Cat parts quality: track parts. Improved track show for 8.00" pitch D7s. Sheet. © 15Apr64; KK180273.
More improvements in Cat-built undercarriage parts. Folder. © 24Mar64; KK180375.
New, extreme service shoe for D8 and D9. Card. © 14Oct63; KK177870.
Take advantage of custom track service. Card. © 27Apr64; KK181129.
25% to 50% longer link life for D8s and 933s. Card. © 29Nov63; KK177966.

CELY ENTERPRISES CORP. ©
Cely-Puffs ... puffed potato flavored chips; net wt. 4 1/2 oz. On bag. © 1Jan64 (in notice: 1963); KK179084.

CENTRAL NEBRASKA PACKING CO. See CROWN PRINCE PET FOOD CO.

CERTIFIED CHEMICAL & EQUIPMENT CO. ©
Doctor Spot for the effective and convenient removal of oil soluble spots & stains from rugs, upholstery, fabrics; net wt. 16.9 oz. On wrapper. © 26Dec63; KK178254.
Mister Stain, a professional formula for effective and convenient removal of most all water soluble spots & stains from carpets & upholstery; net wt. 16.9 oz. On wrapper. © 22Jan64; KK178837.

CHAMPION PACKAGES CO.
Certified Red Label chocolate ice cream; half gallon liquid. On folding carton. (Terr. des. 1073) © Champion Packages Co., packages division of Champion Papers, Inc.; 21Feb64; KK179335.
Certified Red Label neapolitan ice cream; half gallon liquid. On folding carton. (Terr. des. 1073) © Champion Packages Co., packages division of Champion Papers, Inc.; 21Feb64; KK179338.
Certified Red-Label strawberry ice cream; half gallon liquid. On folding carton. (Terr. des. 1073) © Champion Packages Co., packages division of Champion Papers, Inc.; 21Feb64; KK179337.

Certified Red Label vanilla ice cream; half gallon liquid. On folding carton. (Terr. des. 1073) © Champion Packages Co., packages division of Champion Papers, Inc.; 21Feb64; KK179336.
Country's Delight black walnut ice cream; half gallon liquid. (All-purpose nut) On folding carton. (Terr. des. 1072) © Champion Packages Co., packages division of Champion Papers, Inc.; 21Feb64; KK179371.
Country's Delight cherry vanilla ice cream; half gallon liquid. On folding carton. (Terr. des. 1072) © Champion Packages Co., packages division of Champion Papers, Inc.; 21Feb64; KK179370.
Country's Delight chocolate ice cream; half gallon liquid. On folding carton. (Terr. des. 1072) © Champion Packages Co., packages division of Champion Papers, Inc.; 21Feb64; KK179365.
Country's Delight fudge marble ice cream; pint liquid. (All-purpose ripple) On folding carton. (Terr. des. 1072) © Champion Packages Co., packages division of Champion Papers, Inc.; 21Feb64; KK179367.
Country's Delight neapolitan ice cream; half gallon liquid. On folding carton. (Terr. des. 1072) © Champion Packages Co., packages division of Champion Papers, Inc.; 21Feb64; KK179366.
Country's Delight neapolitan ice milk; half gallon liquid. On folding carton. (Terr. des. 1074) © Champion Packages Co., packages division of Champion Papers, Inc.; 21Feb64; KK179388.
Country's Delight neapolitan ice milk; half gallon liquid. On folding carton. (Terr. des. 1074) © Champion Packages Co., packages division of Champion Papers, Inc.; 22Feb64; KK180219.
Country's Delight New York ice cream; pint liquid. On folding carton. (Terr. des. 1072) © Champion Packages Co., packages division of Champion Papers, Inc.; 21Feb64; KK179369.
Country's Delight spumoni ice cream; half gallon liquid. On folding carton. (Terr. des. 1072) © Champion Packages Co., packages division of Champion Papers, Inc.; 21Feb64; KK179368.

CHAMPION PAPERS, INC. ©
Consider paper, used with imagination, its power to yell, sell, tell is incalculable. (In Inland printer/American lithographer, Jan. 1964, p.21-22) Appl. author: Needham, Louis & Brorby, Inc. © 8Jan64; KK178141.

CHAMPION PAPERS, INC. CHAMPION PACKAGES CO. See CHAMPION PACKAGES CO.

CHAMPION PAPERS, INC. DAIRYPAK, INC. See DAIRYPAK, INC.

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Consider paper; used with imagination, its power to notify, beautify, glorify, is incalculable. (In Fortune, Apr. 1964, p.62) Appl. author: Needham, Louis & Brorby, Inc. © 27Mar64; KK179829.

CHANEL, INC. ©
At the fair and everywhere, every woman alive loves Chanel no. 5. (In Where magazine, June 20, 1964, p.4) Appl. author: Norman, Craig & Kummel, Inc. © 20Jun64; KK181264.
Caught by the spell of Chanel; no.5. (In Seventeen, Feb. 1964, p.6-7) Appl. author: Norman, Craig & Kummel, Inc. © 28Jan64; KK178891.

Chanel means business, all year round. (In Beauty fashion, Jan. 1964, p.46-47) Appl. author: Norman, Craig & Kummel. © 10Jan64; KK178161.
Chanel no.5 oil for the bath restores smooth beauty to winter skin. (In Beauty fashion, Feb. 1964, p.44-45) Appl. author: Norman, Craig & Kummel, Inc. © 7Feb64; KK179040.
Chanel's new classics mean business on Father's Day, son's day, friend's day, every day. (In Beauty fashion, May 1964, p.52-53) Appl. author: Norman, Craig & Kummel, Inc. © 8May64; KK180427.
For Mother's Day and every day; Chanel no.5. (In The New Yorker, May 9, 1964, p.151) Appl. author: Norman, Craig & Kummel, Inc. © 9May64; KK180657.
Give her the modern spray to carry every day; Chanel no.5. (In Chicago daily news, Dec. 14, 1963, p.3) Appl. author: Norman, Craig & Kummel, Inc. © 14Dec63; KK178540.
The modern spray to carry every day; Chanel no.5. (In Beauty fashion, Mar. 10, 1964, p.72-73) Appl. author: Norman, Craig & Kummel, Inc. © 10Mar64; KK179215.

CHANEY, WILLIAM.
Rent-a-tent. Sheet. © William Chaney & William Seelman; 23Apr64; KK180932.

CHARLES (ANITA) COSMETICS, INC. ©
Vita cleanser; 16 fluid oz. Sticker. © 22Apr64; KK180510.

CHARTER HOUSE MANUFACTURING CO., INC.
Rain boots 'n bonnet; 2 in 1 rain bonnet 'n boots. On bag. Appl. author: Kenneth Kraus. © Charter House a.a.d.o. Charter House Manufacturing Co., Inc.; 6Aug62; KK181088.
Rain boots 'n bonnet, both in handy purse-size case. Card. Appl. author: Kenneth Kraus. © Charter House a.a.d.o. Charter House Manufacturing Co., Inc.; 6Aug62; KK181089.

CHEF DESONO'S FOODS, INC. ©
Chef Desono's dressing; 11 fl. oz. Sticker. © 20Dec63; KK177893.

CHEKAWAY, JOHN W. ©
Rachmaninoff Society, volume 1; pianist, R. Cioffari. On box. © 25Jan64; KK179934.

CHEMETRON CORP. ©
All-butt-welding Tube-Turn components simplify pressure vessel design and fabrication. (In Oil & Gas Journal, Nov. 18, 1963, p.62-63) Appl. author: Drew & Carr, Inc. © 15Nov63; KK178854.

CHEMWAY CORP. ©
A whole new world of visible skin care action begins; Young Lady Esther. (In Family circle, Mar. 1964, p.11) © 19Feb64; KK179900.

CHESTNUT RECORDS. ©
Take a good look; Vern Godown. Sticker. © P. Donald White t.a. Chestnut Records; 27Dec63; KK180782.

CHIODI ADVERTISING. ©
Shop on Rte. 53. Folder. © 15May64; KK180519.

CHROMIUM CORP. OF AMERICA. ©
To keep things from sticking, Crodon easyRelease. Folder. © 14Feb64; KK179098.

CHUN KING CORP. ©
Wilderness strawberry syrup; net contents 6.25 fluid oz., 8 oz. avoird. On wrapper. © 17Oct63; KK177840.

CHUN KING CORP. NORTHLAND FOODS

DIVISION. ©
 Wilderness cherry fruit filling;
 net wt. 1 lb. 5 oz. On wrapper.
 © 16Jan64; KK178362.
 Wilderness instant apple fruit
 filling; net weight 1 lb. 5 oz.
 On wrapper. © 16Jan64; KK178359.
 Wilderness instant apricot-pineapple
 fruit filling; net wt. 1 lb. 6 oz.
 On wrapper. © 16Jan64; KK178360.
 Wilderness instant blackberry fruit
 filling; net wt. 1 lb. 6 oz.
 On wrapper. © 16Jan64; KK178361.
 Wilderness instant blueberry fruit
 filling; net wt. 1 lb. 5 oz.
 On wrapper. © 16Jan64; KK178358.
 Wilderness instant French-apple
 fruit filling; net wt. 1 lb. 5 oz.
 On wrapper. © 16Jan64; KK178363.
 Wilderness instant lemon filling;
 net wt. 1 lb. 6 oz. On wrapper.
 © 16Jan64; KK178364.
 Wilderness instant mince fruit
 filling; net wt. 1 lb. 6 oz.
 On wrapper. © 16Jan64; KK178365.
 Wilderness instant peach fruit
 filling; net wt. 1 lb. 5 oz.
 On wrapper. © 16Jan64; KK178366.
 Wilderness instant pecan filling; net
 wt. 1 lb. 8 oz. On wrapper.
 © 16Jan64; KK178367.
 Wilderness instant pineapple fruit
 filling; net wt. 1 lb. 6 oz.
 On wrapper. © 16Jan64; KK178368.
 Wilderness instant raisin fruit
 filling; net wt. 1 lb. 6 oz.
 On wrapper. © 16Jan64; KK178369.
 Wilderness instant red raspberry
 fruit filling; net wt. 1 lb. 6 oz.
 On wrapper. © 16Jan64; KK178370.
 Wilderness instant strawberry fruit
 filling; 1 lb. 5 oz. On wrapper.
 © 16Jan64; KK178371.

CHURCH & DWIGHT CO., INC. ©

Blueprint for young homemakers; Arm &
 Hammer soda bicarbonate. (In
 Journal of home economics, Feb.
 1964, p.2 of cover) Appl. author:
 Charles W. Hoyt Co., Inc.
 © 20Jan64; KK179383.

Caution: keep out of reach of
 children. Arm & Hammer soda
 bicarbonate. (In Baby talk, Apr.
 1964, p.23) Appl. author: Charles
 W. Hoyt Co., Inc. © 20Mar64;
 KK179384.

Cookie jar favorites; choco-cinnamon
 cookies; Arm & Hammer soda bicarbo-
 nate. (In Practical forecast,
 Nov. 1963, p.2 of cover) Appl.
 author: Charles W. Hoyt Co., Inc.
 © 19Oct63; KK178573.

Gentle cleanser for costly contours;
 Arm & Hammer soda bicarbonate.
 (In Journal of the American Dental
 Assn., Apr. 1964, p.9) Appl. au-
 thor: Charles W. Hoyt Co., Inc.
 © 1Apr64; KK180268.

If we've said it once, Arm & Hammer
 soda bicarb is the best buy for
 baby care. (In Chain store age,
 Jan. 1964, p.81) Appl. author:
 Charles W. Hoyt Co., Inc. © 24Dec63
 (in notice: 1964); KK178572.

Mirror, mirror on the wall, make her
 the fairest of them all; Arm &
 Hammer soda bicarbonate. (In
 Practical forecast for home eco-
 nomics, May 1964, p.27) Appl. au-
 thor: Charles W. Hoyt Co., Inc.
 © 20Apr64; KK180823.

Next to water, nature's mildest
 dentifrice; Arm & Hammer soda
 bicarbonate. (In Journal of
 American Dental Assn., Mar. 1964,
 p.201) Appl. author: Charles W.
 Hoyt Co., Inc. © 1Mar64; KK179386.

Nothing gets teeth whiter and costs so
 little; Arm & Hammer soda bicarbo-
 nate. (In Family circle, May 1964,
 p.74) Appl. author: Charles W.
 Hoyt Co., Inc. © 16Apr64; KK180269.

Secret ingredient, Arm & Hammer soda
 bicarbonate. (In McCall's, Feb.
 1964, p.152) Appl. author: Charles
 W. Hoyt Co., Inc. NM: compilation
 & pictorial matter. © 14Jan64;
 KK178569.

Secret ingredient! Mothers who can't
 keep a good thing to themselves
 will tell you that Arm & Hammer
 soda bicarb works wonders. (In
 American baby, Feb. 1964, p.13)
 Appl. author: Charles W. Hoyt Co.,
 Inc. © 20Jan64; KK178574.

Soda delivered 3 ways, Church & Dwight
 sodium bicarbonate gives you the
 choice. (In Chemical week, Jan. 4,
 1964, p.42) Appl. author: Charles
 W. Hoyt Co., Inc. © 4Jan64;
 KK178571.

Soda delivered 3 ways, Church & Dwight
 sodium bicarbonate gives you the
 choice. (In Oil, paint, and drug
 reporter, Jan. 6, 1964, p.23)
 Appl. author: Charles W. Hoyt Co.,
 Inc. NM: textual & pictorial matter.
 © 6Jan64; KK178570.

Well established in the treatment of
 salicylism; Arm & Hammer soda bi-
 carbonate. (In American journal of
 nursing, Apr. 1964, p.33) Appl.
 author: Charles W. Hoyt Co., Inc.
 © 1Apr64; KK180267.

What bath secret will turn her into a
 new woman? Arm & Hammer soda
 bicarbonate. (In Chain store age,
 June 1964, p.31) Appl. author:
 Charles W. Hoyt Co., Inc. © 20May64;
 KK180822.

Which cleanser is safe to use around
 food and children? Arm & Hammer
 soda bicarbonate. (In Chain store
 age, Apr. 1964, p.59) Appl. au-
 thor: Charles W. Hoyt Co., Inc.
 NM: revision. © 3Apr64; KK180270.

Which kitchen cleanser is safe to use
 around food? Arm & Hammer soda
 bicarbonate. (In Family circle,
 Apr. 1964, p.66) Appl. author:
 Charles W. Hoyt Co., Inc.
 © 17Mar64; KK179385.

CITIZENS SAVINGS & LOAN ASSN., NEWTON,
N. C.

The Hap E. Saver family. (In Observer-
 news-enterprise, Mar. 27, 1964,
 p.4) © Citizens Savings & Loan
 Assn.; 27Mar64; KK179614.

CITY BAKING CO. ©

Rice's 3 in one loaf; weight one
 pound four ounces, white enriched
 bread. On wrapper. © 17Apr64;
 KK180909.

CLAFF (M. B.) & SONS, INC. ©

Avanti cold weather footwear by
 Dunhams; U198-35. On folding
 carton. © 29Jan64; KK178752.

Dunham's; moccasins for true foot
 comfort. On folding carton.
 © 13Jan64; KK180755.

Dunham's genuine tyroleans, the shoe
 that made comfort famous. On fold-
 ing carton. © 29Jan64; KK179782.

Dunham's juniors, shoes for active
 feet. On folding carton.
 © 29Jan64; KK178806.

Dunham's Ruggards for rugged service.
 On folding carton. © 11Feb64;
 KK179781.

Dunham's Sioux Mox. On folding
 carton. © 3Jan64; KK178492.

Dunham's slippers; U145. On folding
 carton. © 3Jan64; KK178753.

Dunham's Stroll-Aires. On folding
 carton. © 1Jun64; KK181120.

Dunham's Tyroleans. On folding
 carton. © 15Jan64; KK178965.

Dunham's Tyroleans ... the shoe that
 made comfort famous; U195-11.
 On folding carton. © 29Jan64;
 KK178884.

Loaf-Aires, true moccasins, hand
 sewn vamps by Dunham's. (Dunham's
 Loaf-Aires) On folding carton.
 © 27Mar64; KK180520.

Loaf-Aires, true moccasins, hand
 sewn vamps by Dunham's. (Dunham's
 Loaf-Aires, women's) On folding
 carton. © 27Mar64; KK181119.

CLAIROL, INC. ©

Clairol information exchange: June
 winners ask and tell; \$100 winner.
 (In American hairdresser, June
 1964, p.16-18) Appl. author: Foote,
 Cone & Belding. © 20May64;
 KK180960.

Clairol tips its crown to the hair-
 dressers of America. Silk & Silver
 hair color lotion. (In American
 hairdresser, Feb. 1964, p.11-15)
 Appl. author: Foote, Cone & Belding.
 © 20Jan64; KK178637.

Discover your most exciting natural
 look, don't miss the Clairol Color
 Carousel. (In World's Fair guide,
 1964-1965, p.237) Appl. author:
 Foote, Cone & Belding. © 6Apr64;
 KK179693.

Do you have to hide your hair to
 look prettier? Use Condition.
 (In Ladies' home journal, June
 1964, p.21) Appl. author: Foote,
 Cone & Belding. © 20May64;
 KK180961.

Does she or doesn't she? Hair color
 so natural only her hairdresser
 knows for sure. (In Ebony,
 Feb. 1964, p.108) Appl. author:
 Foote, Cone & Belding. © 16Jan64;
 KK178786.

Does she or doesn't she? Hair color
 so natural only her hairdresser
 knows for sure. (In Life,
 Jan. 31, 1964, p.2 of cover)
 Appl. author: Foote, Cone & Belding.
 © 27Jan64; KK178782.

Does she or doesn't she? Hair
 color so natural only her hair-
 dresser knows for sure. (In
 McCall's, May 1964, p.1FC)
 Appl. author: Foote, Cone & Belding.
 © 20Apr64; KK180441.

Does she, or doesn't she? Miss Clair-
 ol Hair Color Bath. [Boy & woman
 eating ice cream sandwich] Poster.
 Appl. author: Foote, Cone & Belding.
 © 20Dec63; KK178039.

Does she, or doesn't she? Miss Clair-
 ol Hair Color Bath. [Child about
 to kiss mom's cheek] Poster.
 Appl. author: Foote, Cone & Belding.
 © 12Nov63; KK178035.

Does she, or doesn't she? Miss Clairol
 Hair Color Bath. Ice cream situa-
 tion. Card. © 10Oct63; KK178521.

Does she, or doesn't she? Miss Clairol
 Hair Color Bath. Kitchen situation.
 Card. © 1Jan64; KK178522.

Does she, or doesn't she? Miss Clair-
 ol Hair Color Bath. [Laughing
 woman & boy biting apple] Poster.
 Appl. author: Foote, Cone & Belding.
 © 4Nov63; KK178040.

Does she, or doesn't she? Miss Clairol
 Hair Color Bath. [Woman & little
 boy in baseball situation] Card.
 © 14May63; KK180193.

Estara, o no estara? Mexico City.
 (In Selecciones del Reader's
 digest, Mar. 1964, p.119)
 © 25Feb64; KK180578.

A guide to becoming a blonde; Creme
 Toner. (In Life, Dec. 20, 1963,
 p.2 of cover & p.1) Appl. author:
 Doyle Dane Bernbach, Inc. © 18Dec63
 (in notice: 1964); KK178131.

Hate that gray? Wash it away; Loving
 Care hair color lotion by Clairol.
 [Woman wearing drop earrings] (In
 McCall's, Dec. 1963, p.134) Appl.
 author: Foote, Cone & Belding.
 © 20Nov63; KK178036.

Hate that gray? Wash it away.
 Loving Care hair color lotion by
 Clairol; new Natural Black shade.
 (In Ebony, Mar. 1964, p.86-87)
 Appl. author: Foote, Cone & Belding.
 © 16Feb64; KK179014.

Hate that gray? Wash it away.
 New Natural Black shade. (In
 Good housekeeping, Mar. 1964,

- p.42-43) Appl. author: Foote, Cone & Belding. © 20Feb64; KKI178549.
- How to decide which haircoloring makes you look younger, prettier. Miss Clairol Hair Color Bath. (In Fort Worth star telegram, Feb. 9, 1964, p.8) Appl. author: Foote, Cone & Belding. © 9Feb64; KKI178810.
- Information exchange: Announcing the April winners. (In American hairdresser, Apr. 1964, p.10-13) Appl. author: Foote, Cone & Belding. © 20Mar64; KKI179771.
- Is it true, blondes have more fun? Lady Clairol creme hair lightener. [Couple in Washington, D. C., scenes] (In Glamour, Oct. 1963, p.4 of cover) Appl. author: Foote, Cone & Belding. © 22Sep63; KKI178037.
- Is it true blondes have more fun? Lady Clairol creme hair lightener. [Ski scenes] (In Hairdo, Mar. 1964, p.4 of cover) Appl. author: Foote, Cone & Belding. © 16Feb64; KKI179010.
- Mousey to marvelous, without changing your natural hair color. (In Mademoiselle, Feb. 1963, p.4 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 28Jan63; KKI179842.
- My hair's gray, now I love it that way. (In McCall's, Jan. 1964, p.111) Appl. author: Foote, Cone & Belding. © 20Dec63 (in notice: 1964); KKI178638.
- My hair's gray, now I love it that way; Come Alive Gray. [Endorsed by Jane Williams] (In Good housekeeping, Apr. 1964, p.7) Appl. author: Foote, Cone & Belding. © 19Mar64; KKI179431.
- My hair's gray, now I love it that way; Come Alive Gray. [Middle aged man & woman feeding ice cream soda to little girl] (In Good housekeeping, Dec. 1963, p.199) Appl. author: Foote, Cone & Belding. © 19Nov63; KKI178033.
- Not a big thing, just a 5-minute fling with color; keep your gray hair youthful and shining with Clairol Come Alive Gray. (In The Daily pentagraph, Bloomington, Ill., Dec. 23, 1963, p.3) Appl. author: Foote, Cone & Belding. © 23Dec63; KKI178783.
- Not a big thing, just a little fling with color ... Clairol has come up with a new color pick-me-up called Sparkling Color hair color lotion. (In The Daily pentagraph, Bloomington, Ill., Dec. 24, 1964, p.6) Appl. author: Foote, Cone & Belding. © 24Dec63; KKI178785.
- Now be any one of 32 pale delicate shades of blonde; Creme Toner. (In Life, Apr. 24, 1964, p.R2-R3) Appl. author: Doyle Dane Bernbach, Inc. © 22Apr64; KKI180780.
- Now, your school can offer a complete audio visual course in haircoloring, the Clairol course. (In Beauty school world, Apr.-May 1964, p.8-9) Appl. author: Foote, Cone & Belding. © 15May64; KKI180438.
- R. Keith tells why, why you should use a special colorfast shampoo if you color or lighten your hair. (In Hair trends, summer, 1964, p.5) Appl. author: Foote, Cone & Belding. © 15Apr64; KKI179568.
- So touchable; new from Clairol, a holding spray that supports your hair in a style it's unaccustomed to. Girl and man. (In Life, Dec. 13, 1963, p.R4) Appl. author: Foote, Cone & Belding. © 9Dec63; KKI178041.
- So touchable ... a holding spray that leaves your hair so touchable. (So touchable; coupon) (In Life, May 1, 1964, p.R1) Appl. author: Foote, Cone & Belding. © 27Apr64; KKI180440.
- These two hairdressers helped themselves to \$100 each, in the Clairol Information Exchange. (May winners) (In American hairdresser, May 1964, p.14-16) Appl. author: Foote, Cone & Belding. © 20Apr64; KKI180439.
- They'll be dancing in Grand Central Station in New York on new year's eve; new year's resolution ... information exchange. (Guy Lombardo new year's celebration) (In American hairdresser, Dec. 1963, p.8-10) Appl. author: Foote, Cone & Belding. © 20Nov63; KKI178044.
- This is the one that really does the job; March deal, two 1-pound jars; Condition. (In American hairdresser, Mar. 1964, p.11-14) Appl. author: Foote, Cone & Belding. © 20Feb64; KKI179012.
- This world famous hairdresser tells why, why you should use a special colorfast shampoo if you color or lighten your hair. [Endorsed by Gene Shacove] (In McCall's, June 1964, p.1) Appl. author: Foote, Cone & Belding. © 20May64; KKI180962.
- We're sure you already know every Clairol haircoloring product is the top seller of its type. Pure White creme developer. (In Post exchange and commissary, Feb. 1964, p.209) Appl. author: Foote, Cone & Belding. © 1Feb64; KKI178554.
- What have you done for yourself lately to get some first-class mail? 100 dollar bill information exchange. (In American hairdresser, Nov. 1963, p.13-15) Appl. author: Foote, Cone & Belding. © 22Oct63; KKI178038.
- What have you done for yourself lately to play your cards right? (In American hairdresser, Oct. 1963, p.9-17) Appl. author: Foote, Cone & Belding. © 20Sep63; KKI178034.
- What have you done for yourself lately to put the big names to work for you? Loving Care hair color lotion. (Open page theatre marquee) (In American hairdresser, Sept. 1963, p.11-16) Appl. author: Foote, Cone & Belding. © 20Aug63; KKI178201.
- What have you won for yourself lately? 100 dollar bill. (In Modern beauty shop, Jan. 1964, p.43-48) Appl. author: Foote, Cone & Belding. © 25Dec63; KKI178046.
- Winter-chapped hair? Summer-damaged hair? Northern or southern exposure, your hair needs Condition by Clairol. (In McCall's, Feb. 1964, p.47) Appl. author: Foote, Cone & Belding. © 20Jan64; KKI178784.
- You and Clairol make such beautiful haircolorings together. Miss Clairol Hair Color Bath. (In American hairdresser 1963 dictionary & inventory, p.11-17) © 22Aug63; KKI178202.
- CLAPPER, M. C. ©
New, corn blend for variety food ... Bun-Dog, bake or dip, deep fry batter & bake mix; net weight 14 ounces. On sticker. © 24Feb64; KKI179081.
- CLARETT-MCCOY, INC. ©
Macaloy cleaner, no odors, no circles; 8 oz. On wrapper. Appl. author: Clyde McCollum. © 20Dec63; KKI178284.
- CLARK, C. M.
Savings certificate. See CLARK (C. M.) CO.
- CLARK (C. M.) CO. ©
For the hard of hearing only; now you can win a new Hearola self powered hearing aid. (In The Pittsburgh press, Dec. 23, 1963, p.14) Appl. author: C. M. Clark. © 23Dec63; KKI178993.
- Savings certificate; Eiben and IRR. Signed: C. M. Clark. Folder. © 7Jun63; KKI177833.
- What value do you place on their hearing? Sheet. Illus. signed: Marty Wolfson. Appl. author: C. M. Clark. © C. M. Clark Co. (in notice: C. M. Clark); 7Jun63; KKI177834.
- CLARK, DELBERT S. See SPECIAL GAME CO.
- CLEVELAND TWIST DRILL CO. ©
Mo-Max and Mo-Max cobalt high speed, ground tool bits and cut-off blades. Folder. Appl. author: W. Emerson Wenger. © 26Nov63; KKI178886.
- Superior drilling qualities are built into Cleveland cobalt high speed, taper shank drills. Sheet. Appl. author: W. Emerson Wenger. © 24Jan64; KKI178496.
- CLIMALENE CO. ©
Booster action Climalene; net weight 3 lbs. 7 oz. On folding carton. NM: revision & additions. © 24Dec63; KKI179896.
- New, all-purpose Softo cleaning soda and water softener; net wt. 3 lbs. 6 oz. On folding carton. Appl. author: Lawrence F. Crowley. NM: revisions. © 6Apr64; KKI179880.
- CLIPP CHEMICAL CO. ©
Mr. Tom cat litter. Sheet. Appl. author: James C. Clipp. © 29Nov63; KKI178320.
- CLOROBEN CHEMICAL CORP. ©
Cloroben-PT, the plumbers tool for grease clogged waste systems. Folder. © 1Jun63; KKI178972.
- Cloroben-PT's claims are incredible. Sheet. © 22Nov63; KKI178182.
- CLOROX CO. ©
Clorox gets out dirt detergents leave in. [Girl standing by tire; girl sitting, holding sling shot] (In McCall's, Nov. 1963, p.4 of cover) Appl. author: Honig-Cooper & Harrington. © 1Nov63; KKI178185.
- The hospital bleached his diapers, shouldn't you? (In My baby, Jan. 1964, p.9) Appl. author: Honig-Cooper & Harrington. © 1Jan64; KKI179074.
- Johnny's mother sees she'll have to add Clorox to get this suit clean. (In Pictures (St. Louis post-dispatch) Dec. 8, 1963, p.8) Appl. author: Honig-Cooper & Harrington. © 8Dec63; KKI179947.
- Should I bleach his diapers, doctor? (In California medicine, Jan. 1964, p.10) Appl. author: Honig-Cooper & Harrington. © 1Jan64; KKI179073.
- Think bleach just whitens? Try Clorox bleach. (In Better homes & gardens, Apr. 1964, p.4 of cover) Appl. author: Honig-Cooper & Harrington. © 1Apr64; KKI180192.
- Think bleach just whitens? Try Clorox bleach. (In San Francisco examiner, Mar. 25, 1964, p.34) Appl. author: Honig-Cooper & Harrington. © 25Mar64; KKI179946.
- This is what Clorox bleach leaves in a diaper, nothing that irritates babies' skin. (In The Bulletin, Mar. 1964, p.7) Appl. author: Honig-Cooper & Harrington. © 1Mar64; KKI179948.
- COAD, CAROL F. See COLLEGE PARK FLORISTS.
- COAD, MERWIN. See COLLEGE PARK FLORISTS.
- COCA-COLA CO. ©
Crowd cheers, Coke nears. (In Better homes & gardens, Oct. 1963, p.102) Appl. author: McCann-Erickson, Inc. © 17Sep63; KKI180030.

- Dear Santa please pause here; things go better with Coke. (In Boys' life, Dec. 2, 1963, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 25Nov63; KK178717.
- People go better refreshed. (In American home, Mar. 1964, p.27) Appl. author: McCann-Erickson, Inc. © 11Feb64; KK180033.
- Solutions go better refreshed. (In Sepia magazine, Jan. 2, 1964) Appl. author: McCann-Erickson, Inc. © 6Dec63 (in notice: 1964); KK180032.
- Things go better with Coke; bough, beau, girl aglow. (In Sunset magazine, Dec. 2, 1963, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 25Nov63; KK178712.
- Things go better with Coke. Bus. Poster. Appl. author: McCann-Erickson, Inc. © 1Nov63; KK178094.
- Things go better with Coke; couple, mistletoe. Poster. Appl. author: McCann-Erickson, Inc. © 2Dec63; KK179984.
- Things go better with Coke; girl, team, fun, friends, all go better refreshed. (In Holiday, Nov. 1, 1963, p.171) Appl. author: McCann-Erickson, Inc. © 10Oct63; KK178248.
- Things go better with Coke; piano. Poster. Appl. author: McCann-Erickson, Inc. © 4Jan64; KK179983.
- Things go better with Coke. Picnic table. Poster. Appl. author: McCann-Erickson, Inc. © 1May64; KK180613.
- Things go better with Coke; skating couple. Poster. Appl. author: McCann-Erickson, Inc. © 1Feb64; KK179985.
- Things go better with Coke. Stadium girl. Poster. Appl. author: McCann-Erickson, Inc. © 1Oct63; KK178093.
- Things go better with Coke. Tree planting. Poster. Appl. author: McCann-Erickson, Inc. © 1Apr64; KK180614.
- Things go smoother refreshed. (In Family circle magazine, Feb. 1964, p.9) Appl. author: McCann-Erickson, Inc. © 21Jan64; KK180029.
- Things go smoother refreshed. (In Sepia magazine, Feb. 1964) Appl. author: McCann-Erickson, Inc. © 3Jan63 (in notice: 1964); KK180031.
- Words and music go better refreshed; things go better with Coke. (In Life, Jan. 17, 1964, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 13Jan64; KK178718.
- COLGA-COLA CO. FANTA BEVERAGE CO. See FANTA BEVERAGE CO.
- COCHRAN (J. F.) CO. © Eye-catching; this new display gets amazing sales results; Liqua-Styp. Sheet. © 12Nov63; KK178523.
- COLLEGE OF CALIFORNIA, INC. © Girls were made for bare shoulders; girls were made for the sultan flare. (In Women's wear daily, May 8, 1963, insert) © 8May63; KK180928.
- COLGATE-PALMOLIVE CO. © Cavities? To start your family brushing with Colgate ... here's a remarkable free offer. (In Look, Dec. 17, 1963, p.139) Appl. author: Ted Bates & Co., Inc. © 2Dec63; KK179106.
- Colgate a leader in reducing new cavities; we think you'll agree ... try it free. (In Toledo blade, Nov. 24, 1963) Appl. author: Ted Bates & Co., Inc. © 24Nov63; KK177994.
- Extra profit opportunity offering 8% rebate on family and giant size Colgate dental cream and giant size Palmolive Rapid-Shave. (In Drug topics, Apr. 6, 1964, p.69) Appl. author: Ted Bates & Co., Inc. © 6Apr64; KK180560.
- New from Colgate-Palmolive, the first dishwashing liquid with a special germ-fighter; new Palmolive liquid detergent. (In Detroit news, Sept. 11, 1963) Appl. author: Ted Bates & Co., Inc. © 11Sep63; KK179107.
- New, the first dishwashing liquid with a special germ-fighter; new Palmolive liquid detergent. (In Toledo blade, Dec. 11, 1963, p.66) Appl. author: Ted Bates & Co., Inc. © 11Dec63; KK179108.
- Put a bouquet in your bath; Cashmere Bouquet, the country garden soap. (In Evening express, Portland, Me., May 6, 1964, p.43) Appl. author: Norman, Craig & Kummel, Inc. © 6May64; KK180946.
- Save 8¢; new giant of a bleach, Action. Store coupon worth 8¢. (In Gazette, Kalamazoo, Mich. Nov. 26, 1962, p.9) Appl. author: Ted Bates & Co., Inc. © 26Nov62; KK177955.
- Spring cleaning is an awful job; spring cleaning is an Ajax job. (In Good housekeeping, Apr. 1964, p.43-45) Appl. author: Norman, Craig & Kummel, Inc. © 19Mar64; KK180546.
- There's only one approval we value more than these, yours; Ajax, the most powerful name in cleaning. (In Parents' magazine, Apr. 1964, p.4N-M) Appl. author: Norman, Craig & Kummel, Inc. © 25Mar64; KK179325.
- Who won when clinical testing compared Colgate dental cream with the most widely accepted fluoride toothpaste? (In The Saturday evening post, Nov. 16, 1963, p.2) Appl. author: Ted Bates & Co., Inc. © 13Nov63; KK178678.
- Who won when clinical testing compared Colgate dental cream with the widely accepted fluoride toothpaste? (In Life, Sept. 27, 1963, p.24) Appl. author: Ted Bates & Co., Inc. NM: addition. © 23Sep63; KK177958.
- COLLEGE INN FOOD PRODUCTS CORP. © Boned chicken; net weight 14 1/4 oz. Sticker. © 16Aug63; KK178847.
- Boned chicken, slices & chunks; net weight 2 lbs. 3 oz. Sticker. © 23Mar64; KK180074.
- Liquid stock base, beef flavor; net contents 13 3/4 fl. oz. Sticker. © 23Mar64; KK180073.
- Liquid stock base, chicken flavor; net contents 13 3/4 fl. oz. Sticker. © 16Aug63; KK178849.
- New, low-calorie chicken broth; net contents: 13 3/4 fl. oz. Sticker. © 16Aug63; KK178846.
- Salad style boned chicken; net weight 2 lbs. 3 oz. Sticker. © 16Aug63; KK178848.
- COLLEGE PARK FLORISTS. The way to be certain you'll never forget a loved one on special days, The Forget-Me-Not club. Folder. © College Park Florists, Merwin & Carol F. Coad, owners; 4Apr64; KK179611.
- COLLINS, V. L. Dri-rite. See STANDARD MANIFOLD CO.
- COLOR TILE OF COLORADO, INC. © Ahoy for treasure aisles of tile. (In The Denver post, Oct. 20, 1963, p.14A) © 20Oct63; KK178902.
- All our vinyl floor tile guaranteed for a lifetime. (In The Denver post, Dec. 15, 1963, p.6AAA) © 15Dec63; KK179057.
- Color Tile is the place to buy your tile. (In The Denver post, Nov. 3, 1963, p.24A) © 3Nov63; KK178921.
- Color Tile is the place to buy your tile; 4 big stores in Denver. (In Rocky Mountain news, Dec. 5, 1963, p.58) © 5Dec63; KK179059.
- Color your floors with excitingly beautiful tile. (In The Denver post, Apr. 19, 1964, p.22A) © 19Apr64; KK180634.
- Direct-to-you! A world of tile. (In The Denver post, Dec. 8, 1963, p.1AAA) © 8Dec63; KK179063.
- Enrich your home with tile. (In The Denver post, Apr. 12, 1964, p.20A) © 12Apr64; KK180633.
- Famous Santa Clara ceramic tile for permanent wall beauty. (In The Denver post, May 3, 1964, p.28A) © 3May64; KK180843.
- Fantastic tile; fantastic price; famous Amtico and Flintkote brands vinyl floor tile. (In The Denver post, May 17, 1964, p.22A) © 17May64; KK180844.
- Fit to be tiled. Which is your floor? (In The Denver post, Nov. 25, 1963, p.12) © 25Nov63; KK178926.
- For Christmas, give your wife the floor; a sparkling new kitchen floor of famous Amtico brand vinyl floor tile. (In The Denver post, Dec. 1, 1963, p.33C) © 1Dec63; KK179056.
- Here, now, attention, home owners, contractors. (In The Denver post, Apr. 26, 1964, p.16A) © 26Apr64; KK180631.
- High style tile. (In The Denver post, May 31, 1964, p.20A) © 31May64; KK180842.
- How? Tile it yourself, that's how. (In The Denver post, May 10, 1964, p.24A) © 10May64; KK180845.
- If you can draw a straight line, you can tile it yourself. (In The Denver post, Jan. 19, 1964, p.33C) © 19Jan64; KK179632.
- It's a tile, tile, tile, tile world at Color Tile. (In The Denver post, Mar. 30, 1964, p.12) © 30Mar64; KK179665.
- It's as simple as ABC; always buy at Color Tile. (In The Denver post, Nov. 17, 1963, p.24A) © 17Nov63; KK178927.
- Like magic, new rooms from old. (In The Denver post, Apr. 5, 1964, p.5D) © 5Apr64; KK180632.
- Look, famous Amtico vinyl floor tile. (In Rocky Mountain news, Oct. 17, 1963, p.38) © 17Oct63; KK178898.
- Mid-week special, famous Amtico vinyl floor tile. (In Rocky Mountain news, Oct. 10, 1963, p.16) © 10Oct63; KK178897.
- Nationwide tile sale. (In The Denver post, Jan. 5, 1964, p.14A) © 5Jan64; KK179629.
- Now is the time to tile. (In Rocky Mountain news, Nov. 21, 1963, p.38) © 21Nov63; KK178922.
- Now's the time to tile. (In The Denver post, Oct. 13, 1963, p.24A) © 13Oct63; KK178903.
- Tackle some tile; it's fun, it's easy the Color Tile way. (In The Denver post, Oct. 27, 1963, p.14A) © 27Oct63; KK178901.
- Tile awhile. (In The Denver post, Jan. 26, 1964, p.26A) © 26Jan64; KK179630.
- Tile, buy now; buy where the buying is good. (In The Denver post, May 24, 1964, p.18A) © 24May64; KK180846.

- Tile, come and get it, tons and tons of tile. (In The Denver post, Mar. 8, 1964, p.14A) © 8Mar64; KK179663.
- Tile, for home-fixin' fun. (In The Denver post, Feb. 16, 1964, p.22A) © 16Feb64; KK179669.
- Tile for years of wear. (In The Denver post, Dec. 29, 1963, p.6B) © 29Dec63; KK179668.
- Tile it yourself; housewives ... add the clean touch of tile to their kitchens and bathrooms. (In Rocky Mountain news, Nov. 14, 1963, p.40) © 14Nov63; KK178924.
- Tile it yourself, and save. (In The Denver post, Feb. 9, 1964, p.12A) © 9Feb64; KK179671.
- Tile show at fabulous Color Tile; 1964. (In The Denver post, Oct. 6, 1963, p.18A) © 6Oct63; KK178904.
- Tile spells new beauty for your kitchen, bathroom, basement. (In The Denver post, Mar. 1, 1964, p.21A) © 1Mar64; KK179661.
- Tile those tired floors. (In The Denver post, Feb. 2, 1964, p.23A) © 2Feb64; KK179670.
- Tile to beautify your home. (In The Rocky Mountain news, Jan. 30, 1964, p.26) © 30Jan64; KK179633.
- Tile to beautify your home ... famous Amtico and Flintkote brands. (In The Denver post, Feb. 23, 1964, p.14A) © 23Feb64; KK179667.
- Vinyl floor tile, guaranteed for a lifetime. (In Rocky Mountain news, Dec. 12, 1963, p.56) © 12Dec63; KK179062.
- Vinyl, fortified with asbestos, tile special. (In The Denver post, Mar. 15, 1964, p.16A) © 15Mar64; KK179662.
- Which is your floor? (In Rocky Mountain news, Oct. 31, 1963, p.16) © 31Oct63; KK178900.
- Which is your floor? (In The Rocky Mountain news, Jan. 23, 1964, p.39) © 23Jan64; KK179634.
- Who, me? Tile my own kitchen floor? (In Rocky Mountain news, Nov. 7, 1963, p.28) © 7Nov63; KK178925.
- Who, me? Tile my own kitchen floor? (In The Denver post, Mar. 22, 1964, p.6A) © 22Mar64; KK179664.
- Wife-saving tile. (In Rocky Mountain news, Nov. 28, 1963, p.57) © 28Nov63; KK178923.
- Wow, famous Amtico brand vinyl floor tile with Color Tile's exclusive lifetime guarantee. (In The Rocky Mountain news, Jan. 2, 1964, p.37) © 2Jan64; KK179635.
- Wow, what a tile sale. (In The Denver post, Jan. 12, 1964, p.3AAA) © 12Jan64; KK179631.
- Yes, if there ever was a time to tile this is it. (In Rocky Mountain news, Oct. 24, 1963, p.77) © 24Oct63; KK178899.
- You can't beat this; look ... lifetime guarantee. [Coupon-like guarantee & checkered floor with washing machine & cabinets] (In Rocky Mountain news, Dec. 19, 1963, p.66) © 19Dec63; KK179061.
- You can't beat this; look ... lifetime guarantee. [Large coupon-like guarantee dominates sheet] (In Denver post, Dec. 22, 1963, p.2AAA) © 22Dec63; KK179058.
- You can't beat this; now, budget-priced vinyl flooring with a lifetime guarantee. (In Rocky Mountain news, Dec. 26, 1963, p.86) © 26Dec63; KK179060.
- You've waited long enough; now is the time to tile. (In The Denver post, Nov. 10, 1963, p.18A) © 10Nov63; KK178928.
- COLORIZED ASSOCIATES. ©
The authentic paint colors of colonial America, now yours to enrich any room, Colorizer instant paint. (In House & garden, Mar. 1962, p.119) Appl. author: Rippey, Henderson, Bucknum & Co. © 20Feb62; KK178257.
- COLUMBUS MARKETING CO.
Papa Picard's original San Francisco sourdough french bread; minimum net weight 15 oz. On bag. © Honig-Cooper Co. d.b.a. Columbus Marketing Co.; 1Jun64; KK181262.
- COMET RICE MILLS, INC. ©
The Comet rice cooker to help you cook perfect Comet rice every time. (In McCall's, Feb. 1964, p.R-3) © 16Jan64; KK178477.
- Do you want to lose 20 pounds in 20 days? (In Southwest daily times, Liberal, Kan., Sept. 11, 1963, p.10) NM: additions & revisions. © Comet Rice a.a.d.o. Comet Rice Mills, Inc.; 11Sep63; KK177974.
- Do you want to lose 20 pounds in 20 days? Giant Grain. (In The Charlotte news, Jan. 9, 1964, p.1-C) NM: "editorial revision." © Comet Rice a.a.d.o. Comet Rice Mills, Inc.; 9Jan64; KK178474.
- Do you want to lose 20 pounds in 20 days? Longrain rice. (In The Courier-Journal, Jan. 16, 1964, p.20) NM: revisions. © Comet Rice a.a.d.o. Comet Rice Mills, Inc.; 16Jan64; KK178475.
- Enriched longrain rice; 2 lbs. net weight. On folding carton. NM: revisions. © 1Apr64; KK180315.
- Quik rice, cooks in 3 minutes. (In Saginaw news, Saginaw, Mich., Jan. 16, 1964, p.8, section B) © Comet Rice a.a.d.o. Comet Rice Mills, Inc.; 16Jan64; KK178868.
- Quik rice, cooks in 3 minutes. (In The Banner herald, Jan. 15, 1964, p.16) © Comet Rice a.a.d.o. Comet Rice Mills, Inc.; 15Jan64; KK178476.
- Wonder enriched long grain rice; 2 pounds net (32 ounces) On folding carton. NM: additions & revisions. © 16Mar64; KK179878.
- COMMERCIAL CAM & MACHINE CO. ©
Modified sine motion; synthesized modified sine-harmonic motion. Appl. author: Ronald H. Kenny. © 1Aug63; KK177873.
- COMMONWEALTH EDISON CO.
Buy a new electric range now and get the wiring free. (In Chicago daily news, Feb. 28, 1964, section 2, p.18) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 28Feb64; KK179261.
- COMMONWEALTH EDISON CO. See COMMONWEALTH EDISON PUBLIC SERVICE CO.
- COMMONWEALTH EDISON PUBLIC SERVICE CO.
Gold medallion all-electric living comes to the World's Fair, and Chicago, in trend-setting Formica homes. (In Chicago tribune, May 23, 1964, section 1C, p.6) © Commonwealth Edison Co., otherwise known as Commonwealth Edison Public Service Co.; 23May64; KK181116.
- CONNECTICUT PEN & PENCIL CO. ©
Finest quality, Sensiwriter Mark 2 bonded lead pencils. On wrapper. © 4Mar64; KK179126.
- CONNORS STEEL DIVISION, H. K. PORTER CO., INC. See PORTER (H. K.) CO., INC. CONNORS STEEL DIVISION.
- CONTEMPRA/CRAFT CORP. ©
When you write home for money, look like you really need money; Poverty Paper, America's first reverse status symbol. On bag. Appl. author: Allan Bierman. © 6Dec63; KK177972.
- CONTINENTAL BAKING CO., INC. ©
And now comes Wonder Bakers 100% whole wheat bread. (In Gazette, Cedar Rapids, Iowa, Jan. 29, 1964) Appl. author: Ted Bates & Co., Inc. © 29Jan64; KK180017.
- Announcing Wonder Bakers' all butter white enriched bread, another member of the popular new ... family. (In News, Dallas, Oct. 10, 1963, section 5, p.13) Appl. author: Ted Bates & Co., Inc. © 10Oct63; KK178677.
- Baked for real bread lovers, Daffodil Farm bread. (In The New York times, magazine, Nov. 3, 1963, p.94) Appl. author: Ted Bates & Co., Inc. © 3Nov63; KK178000.
- Best thing that ever happened to sandwiches, new Wonder round sandwich bread. (In The Kansas City star, Oct. 3, 1963, p.25) Appl. author: Ted Bates & Co., Inc. © 3Oct63; KK178671.
- Best thing that ever happened to sandwiches, new Wonder Round sandwich bread. (In The Standard-times, New Bedford, Mass., Oct. 16, 1963, p.31) Appl. author: Ted Bates & Co., Inc. © 16Oct63; KK178002.
- Big news, little loaves from Daffodil Farm. (In Item, Port Chester, N. Y., Oct. 3, 1963) Appl. author: Ted Bates & Co., Inc. © 3Oct63; KK180561.
- Congratulations, Idaho; 100 years old and still growing on Wonder soft whirled bread. (In Times-news, Twin Falls, Idaho, centennial ed., Sept. 4, 1963, p.15) Appl. author: Ted Bates & Co., Inc. © 4Sep63; KK177998.
- Damn, he forgot the Hostess cream-filled Twinkies again. (In Military market, commissary & exchange food ed., Oct. 1963, p.16-MM) Appl. author: Ted Bates & Co., Inc. © 10Oct63; KK177996.
- For modern weight control, follow the Profile plan to curb appetite; Profile special formula bread. (In The Toledo times, Oct. 16, 1963, p.11) Appl. author: Ted Bates & Co., Inc. NM: illus. © 16Oct63; KK179103.
- For modern weight control, follow the Profile plan to curb appetite; special formula bread. (In Californian, Salinas, Calif., Sept. 18, 1963) Appl. author: Ted Bates & Co., Inc. © 18Sep63; KK178681.
- Here's a bread improvement you can actually see, new Wonder soft whirled has no holes, perfect texture. (In Citizen, Los Angeles, Sept. 18, 1963, p.A-13) Appl. author: Ted Bates & Co., Inc. © 18Sep63; KK178675.
- Here's a promise to Rome housewives; when you buy Wonder bread it has to be fresh. (In Sentinel, Rome, N. Y., Jan. 24, 1963, p.12) Appl. author: Ted Bates & Co., Inc. © 24Jan63; KK177990.
- Here's a promise to Utica housewives; when you buy Wonder bread it has to be fresh. (In Observer-dispatch, Utica, N. Y., Jan. 24, 1963, p.6) Appl. author: Ted Bates & Co., Inc. © 24Jan63; KK177995.
- Introducing Wonder Bakers cinnamon raisin bread. (In Gazette, Cedar Rapids, Iowa, Feb. 5, 1964) Appl. author: Ted Bates & Co., Inc. © 5Feb64; KK180016.
- It's new; Wonder Bakers Old Settler rye bread. (In Gazette, Cedar Rapids, Iowa, Jan. 22, 1964) Appl. author: Ted Bates & Co., Inc. © 22Jan64; KK180018.

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CONTINENTAL BAKING CO., INC.-Con.

It's round, it's richer, it's Wonder; your favorite bread goes round. (In The Daily Gazette, Sterling-Rock Falls, Ill., Oct. 4, 1963) Appl. author: Ted Bates & Co., Inc. © 4Oct63; KK179416.

It's the newest Wonder of all, new Wonder Round sandwich bread. (In Press Gazette, Green Bay, Wis., Nov. 13, 1963, p.10) Appl. author: Ted Bates & Co., Inc. © 13Nov63; KK178001.

Look for this label and rediscover the honest-to-goodness taste of bread; Wonder Bakers' variety breads. (In The Dallas morning news, Sept. 26, 1963, p.18) Appl. author: Ted Bates & Co., Inc. © 26Sep63; KK177993.

Make the triple test between Wonder and any other bread. (In News press, Santa Barbara, Calif., Feb. 18, 1964) Appl. author: Ted Bates, Inc. © 18Feb64; KK180559.

New, for real bread lovers; Daffodil Farm bread. (In Los Angeles times, Mar. 7, 1963, pt.5, p.20) Appl. author: Ted Bates & Co., Inc. © 7Mar63; KK177829.

Now add a touch of Paris to your meals in 15 minutes; new from Wonder, brown 'n serve French bread. (In Chicago tribune, Nov. 19, 1963) Appl. author: Ted Bates & Co., Inc. © 19Nov63; KK178669.

Now, for real bread lovers; Daffodil Farm bread. (In Newark evening news, Feb. 20, 1963, p.40) Appl. author: Ted Bates & Co., Inc. © 20Feb63; KK177830.

Now, new improved Wonder bread is here, toasts better, tastes better; soft whirled. (In Richmond news leader, Oct. 3, 1963, p.52) Appl. author: Ted Bates & Co., Inc. © 3Oct63; KK178670.

Only Wonder bread has it; new fresh-twist wrapper with no loose band inside. (In The Portsmouth times, Oct. 24, 1963, p.25) Appl. author: Ted Bates & Co., Inc. © 24Oct63; KK178003.

Only Wonder old fashioned bread has it, new tab-tail wrapper with no loose band inside. (In Green Bay press-gazette, Sept. 30, 1963) Appl. author: Ted Bates & Co., Inc. © 30Sep63; KK178679.

Only Wonder sandwich bread has it; new fresh twist wrapper. (In Times recorder, Zanesville, Ohio, Jan. 29, 1964) Appl. author: Ted Bates & Co., Inc. © 29Jan64; KK180563.

Open this wrapper and rediscover the honest-to-goodness taste of bread; Wonder Bakers variety breads. (In Morning democrat, Davenport, Iowa, Jan. 16, 1964, p.35) Appl. author: Ted Bates & Co., Inc. © 16Jan64; KK180591.

Special offer to introduce the newest, freshest twins in town; Wonder corn chips twin pack. (In American press, Dec. 4, 1963) Appl. author: Ted Bates & Co., Inc. © 4Dec63; KK179933.

To avoid gaining weight follow the Profile bread plan! (In Oregon journal, Portland, Jan. 17, 1963, p.4M) Appl. author: Ted Bates & Co., Inc. NM: addition. © 17Jan63 (in notice: 1962); KK177960.

Today's big bread news, Wonder bread E-Z open, E-Z close end seal. (In Aurora beacon-news, Sept. 4, 1963, p.35) Appl. author: Ted Bates & Co., Inc. © 4Sep63; KK178676.

Wonder Round bread, better in every way. (In Daily news, New York, Nov. 21, 1963, p.79) Appl. author: Ted Bates & Co., Inc. © 21Nov63; KK178004.

Wonder's newest, the first and only perfect bread wrap. (In St. Louis globe-democrat, Sept. 5, 1963, p.11D) Appl. author: Ted Bates & Co., Inc. © 5Sep63; KK178680.

You can buy the best Swiss roast beef, salami, tomatoes, sharp cheese or ham, but it takes Wonder bread to give you the best taste in any sandwich. (In The Times recorder, Zanesville, Ohio, Jan. 15, 1964, section A, p.9) Appl. author: Ted Bates & Co., Inc. © 15Jan64; KK180558.

CONTINENTAL ELECTRONICS. ©

New product information, type 48A-1, 48B-1 portable television recorders, February 1, 1964. Sheet. Appl. author: Evans-Young-Wyatt Advertising, Inc. © 20Feb64; KK179284.

Prolog; automatic programming, automatic logging, automatic authenticating. (In Broadcast engineering, Nov. 1963, p.2 of cover & p.3) Appl. author: Evans-Young-Wyatt Advertising, Inc. © 25Oct63; KK177763.

CONTINENTAL ELECTRONICS PRODUCTS CO.

CONTINENTAL ELECTRONICS DIVISION. Product data sheet; type 710A-1 television translator. Sheet. Appl. author: Evans-Young-Wyatt Advertising, Inc. © Continental Electronics Division, Continental Products Co. (in notice: Continental Electronics Division, Continental Electronics Products Co.); 26Feb64; KK179724.

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Polar Roller, frozen ice milk confection; net contents: 3 fluid ounces. On bag. Appl. author: Karl E. Hoefle. © 23Sep63; KK179100.

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Why do other people seem to get more out of their money than you do? (In Chicago daily news, May 13, 1964, p.53) Appl. author: Earle Ludgin & Co. © 13May64; KK180527.

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Our mottoes: neither a scrooge nor a patsy be. (In Newsweek, May 4, 1964, p.3 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 2May64; KK180781.

Your client is a brooding young Dane, can you insure him against the slings and arrows of outrageous fortune? (In Best's insurance news, June 1964, p.81) Appl. author: Doyle Dane Bernbach, Inc. © 28May64; KK181191.

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Insurance companies have more money than you do. (In Newsweek, Mar. 16, 1964, p.2 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 14Mar64; KK179750.

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Butane Kwik-Fill automatic. Folder. © 27Apr64; KK180466.

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Big Pal heavy duty angler's clipper. On card. © 19Dec54; KK179241.

Gem baby scissors. On card. © 6Feb62; KK179227.

Gem baby scissors protect baby with safe-tip; style BB-49. Card. © 28Dec61; KK179953.

Gem bath-pac; the manicure kit for your medicine cabinet. On card. © 23Jul62; KK179230.

Gem cut 'n' clip knife and nail clipper on a jewelry key chain with snap-lock ring. On card. NM: addition. © 23Jun63; KK179234.

Gem 5-way knife. On card. © 12Jan62; KK179235.

Gem 5-way knife; style 51-W8. Card. © 7Mar62; KK179952.

Gem 5-way knife with snap-lock key ring. On card. © 8Feb63; KK179239.

Gem hand-ground toe nail clipper. On card. © 16Dec63; KK179229.

Gem key chain screwdriver. On card. © 16Dec63; KK179226.

Gem manicure accessories. On card. © 23Oct63; KK179242.

Gem multi-cut nail file. On card. © 29Jul56; KK179236.

Gem nail clipper and file; style 251B. Card. © 11May58; KK179954.

Gem nail clipper, catches all clippings; style no.N-490. Card. © 23Mar62 (in notice: 1961); KK179951.

Gem pediclip toe nail clipper; P21. Card. © 9Apr55; KK179958.

Gem pocket nail clipper and file. On card. © 16Dec63; KK179228.

Gem school scissors. On card. © 19Dec58; KK179233.

Gem, Sr., the man-size nail clipper and file. On card. © 16Apr54; KK179238.

Gem sewing and embroidery scissors. Card. © 2Feb58; KK179237.

Gem sure-grip tweezers; 25-T. Card. © 29Jul56; KK179955.

Gem, the pocket nail clipper and file. Card. © 2Jan54 (in notice: 1953); KK179956.

Gem triple-cut nail file with carrying case. On card. © 25Oct63; KK179225.

Gem valet-pac wafer-thin grooming set fits pocket or purse; VP-60. Card. © 3Sep63; KK179959.

It's a Gem, the patented all new nail clipper that catches all clippings. On card. © 26May63; KK179240.

Micro pipe reamer with precision tension control. On card. © 5Jan58; KK179232.

Miniclip, the pocket nail clipper. On card. © 9Nov54; KK179231.

Powerful Pete, hardened steel key chain screwdriver; 150P2. Card. © 7Jan55 (in notice: 1954); KK179957.

COPLAN, KATE.

Good books for the new year. See OCEANA PUBLICATIONS, INC.

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A voice that will echo through the halls of history: John Fitzgerald Kennedy. Record sleeve. (Historical series) NM: additions & revisions. © 9Jan64; KK178097.

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She's yours, all yours ... with L'Oreal. (In American hairdresser, May 1962, p.28) © 25Apr62; KK179757.

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For the girl on the go, the complete one-step make-up; French Flair. (In Glamour, May 1962, p.38) Appl. author: Dancer, Fitzgerald & Sample. © 19Apr62; KK180902.

For the women who dares to be different; Emeraude parfum de Coty. (In Bazaar, May 1, 1963, p.181) Appl. author: Dancer, Fitzgerald & Sample. © 1May62; KK180941.

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Manhattan street guide. (In Printing news, Mar. 7, 1964, p.13) © 7Mar64; KK179170.

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Diamond buck. Sheet. Appl. author: Rodney F. Couture. © 11May64; KK180413.

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Jewelry shown, World's Fair.
[Endorsed by Rosemary Clooney]
(In McCall's, Apr. 1964, p.217)
Appl. author: Rumrill Co., Inc.
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- CRAMER-KRASSETT CO. ©
New on target outdoor posters for
financial advertisers. Folder.
© 28Aug63; KK177946.
- CRAWFORD, W. I. ©
Amazing Huggies, instant adjustment
for slipping, sliding eyeglasses.
Card. © 23Dec63; KK180630.
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gondola arch kit. Sheet.
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ski scene window display.
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mix floor merchandiser. Sheet.
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round bin floor stand. Sheet.
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How to set up your back to school
floor merchandiser display.
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How to set up your Burma Shave floor
merchandiser. Sheet. © 15Jan64;
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floor merchandiser. Sheet.
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purpose dump bin. Sheet.
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How to set up your Flavor Kist
Fairylend Fantasy pole display.
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spray floor merchandiser display.
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Barbie counter display. Sheet.
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chandiser. Sheet. © 29Jan64;
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rose floor merchandiser. Sheet.
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Magic Secret counter display.
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quik-care display. Sheet.
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Suave Tan floor display. Sheet.
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How to set up your Johnson mini-cradle.
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bag display. Sheet. © 9Mar64;
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display. Sheet. © 9Feb64;
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marigold pole display. Sheet.
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Raid pole display. Sheet.
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How to set up your Mennen all deodor-
ants promotion floor merchandiser.
Sheet. © 27Feb64; KK179510.
How to set up your Mennen floor
merchandiser no.10019. Sheet.
© 25Feb64; KK179503.
How to set up your Mennen jumbo dis-
play card. Sheet. © 24Feb64;
KK179505.
How to set up your Mennen jumbo dis-
play card. Sheet. © 26Feb64;
KK179502.
How to set up your Mennen shelf
extender. Sheet. © 22Nov63;
KK178644.
How to set up your One Tone look
Lady Esther counter display.
Sheet. © 3Apr64; KK180704.
How to set up your P.S.P. no.2
Playskool counter display.
Sheet. © 13Mar64; KK179506.
How to set up your P. S. P.-1 Play-
skool floor display. Sheet.
© 26Feb64; KK179457.
How to set up your Staley crib blanket
pole display. Sheet. © 17Apr64;
KK180714.
How to set up your suave pole
spectacular display. Sheet.
© 9Nov63; KK178255.
How to set up your Sunbeam electric
clock counter display. Sheet.
© 1Apr64; KK180706.
How to set-up your TDSFL tie-tie
display stand. Sheet. © 10Jun64;
KK180896.
How to set up your U. S. Gypsum self-
illuminating dangler. Sheet.
© 10Apr64; KK180717.
How to set up your Vi-Daylin out-
rigger canoe counter display.
Sheet. © 1Apr64; KK180703.
How to set up your Vi-Daylin outrigger
canoe floor display. Sheet.
© 1Apr64; KK180720.
- How to set up your Wiedemann beer
truck counter display. Sheet.
© 23Mar64; KK179372.
How to set up your Weidemann pick
your favorite cartoon pole display.
Sheet. © 24Apr64; KK180711.
How to set up your Wiedemann summer
cookout pole display. Sheet.
© 8May64; KK180712.
How to set up your Wilson's dangler
display. Sheet. © 28Feb64;
KK179507.
How to set up your World's Fair
display. Sheet. © 5Mar64;
KK179509.
How to set up your Young Lady Esther
one-tone look wire counter display.
Sheet. © 22May64; KK180897.
It's so easy to set up your Lenthieric
for men wire counter display.
Sheet. © 24Feb64; KK179455.
Lenthieric Miracle counter display set
up instructions. Sheet. © 12Nov63;
KK177782.
Set-up instructions for your Sucaryl
brand sweetener merchandiser.
Sheet. © 13Jan64; KK179448.
Set up your Helene Curtis Magic
Secret permanent counter display.
Sheet. © 21Apr64; KK180605.
- CREATIVE IDEAS, INC. ©
Insert-a-tab self index; insert into
binding. © 3Feb64; KK178839.
- CREST ULTRASONICS CORP. ©
A quick reference purchasing and
engineering guide to Crest Ultra-
sonic cleaning equipment. Folder.
(Bulletin no.102) NM: revisions
& additions. © 26Dec63 (in notice:
1963); KK178180.
- CRESTA BLANCA VINEYARDS. ©
C-r-e-s-t-a B-l-a-n-c-a. Why does
this fine wine remind you of a
song? (In Dallas times herald
magazine, Oct. 27, 1963, p.12)
© 27Oct63; KK179154.
Martinis taste best, manhattans taste
best made with vermouths that
wear this crest. (In Playboy,
Jan. 1964, p.52) © 1Jan64 (in
notice: 1963); KK179150.
Now, Cresta Blanca wines get a new
family crest and the biggest pro-
motion ever to back a premium wine;
quality wines since 1889. (In
Liquor store, Nov. 1963, p.100-101)
© 1Nov63; KK179151.
Seasons of slumber in oak or redwood
bring out the finest in this fine
wine; Chablis. (In Dallas times
herald magazine, Nov. 17, 1963,
p.11) © 17Nov63; KK179149.
There's more than bubbles to a great
champagne. (In Dallas times herald
magazine, Dec. 29, 1963, p.3)
© 29Dec63; KK179148.
A treasured gift for the connoisseur:
Cresta Blanca international wines.
(In Holiday, Jan. 1964, p.15)
© 1Jan64; KK179147.
We've dressed up these quality pre-
mium wines to really make sales for
you. Folder. © 30Sep63; KK179294.
Why should this great champagne make
you think of music? (In Dallas
times herald magazine, Dec. 15,
1963, p.3) © 15Dec63; KK179145.
Wine selector. On box. © 12Nov63;
KK180697.
Wine selector. 1 v. © 2Mar64;
KK179571.
- CROCKER-CITIZENS NATIONAL BANK, SAN
FRANCISCO.
This is Gregg, 3 1/2 last Christmas;
Christmas frills with no bills.
(In San Francisco news call bulle-
tin, Nov. 11, 1963, p.30) Appl.
author: J. Walter Thompson Co.
© Crocker-Citizens National Bank;
11Nov63; KK177942.

CROFT, JOHN.

On November 7, 1963, this photograph in the Minneapolis Star. See MINNEAPOLIS STAR & TRIBUNE CO.

CROSS OUT ADVERTISING CO., INC. ©

Food Fair Vid-E-O TV personality game; game no.1. Sheet. Appl. author: John Heikes. NM: changes & additions. © 21Jan64; KK179306.

Food Fair Vid-E-O TV personality game; game no.1. Imogene Coca. Sheet. Appl. author: John Heikes. NM: changes & additions. © 21Jan64; KK179307.

Save this page, you can win \$1,000 this week; play Food Fair Vid-E-O, \$50,000 in prizes; important, this is game no.1. (In The Detroit news, Jan. 22, 1964, section G, p.1) Appl. author: John Heikes. NM: changes & additions. © 22Jan64; KK179305.

CROTON WATCH CO. ©

Don't worry about winding them, banging them around, soaking them, heat, cold or humidity; Croton Planet for men, Croton Wave for women. (In Mamaroneck daily times, Dec. 2, 1963, p.18) Appl. author: L. C. Gumbinner Advertising Agency. © 2Dec63; KK177820.

Me, a puzzle? Colorama VI. (In Modern jeweler, Jan. 1964, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 25Dec63 (in notice: 1964); KK178651.

CROWN PRINCE PET FOOD CO.

Little Stars cat food; 1 lb. net. On bag. © Central Nebraska Packing Co. d.b.a. Crown Prince Pet Food Co.; 10Feb64; KK179303.

CROWN ZELLERBACH CORP. ©

Fish cakes vignette; no.4005.

On wrapper. © 19Mar64; KK180040.

Green peas and cream sauce; no.4003. On wrapper. © 6Jan64 (in notice: 1963); KK180568.

Green peas and mushrooms; stock no.4004. On wrapper. © 6Jan64 (in notice: 1963); KK180179.

Green peas and pearl onions; no.4002. On wrapper. © 6Jan64 (in notice: 1963); KK180569.

CROWTHER, G. RODNEY, III.

Catalog 1. Sheet. © Rod Crowther; 23Nov63; KK178167.

Catalog; Tim. Sheet. © Rod Crowther; 3Feb64; KK180102.

CROWTHER, ROD. ©

Tim; art for the artist. Sheet. © 11Nov63; KK177793.

CROWTHER, ROD. See

CROWTHER, G. RODNEY, III.

CUNHA PRODUCTS. ©

Jifflox, multi-trailer hitch. Sheet. Appl. author: Joseph J. Cunha. © 23Jan64; KK178518.

CUNNINGHAM, ALBERT M.

Vote Republican; pocket badge. © Al Cunningham; 20Nov63; KK177975.

CURTIS (HELENE) INDUSTRIES, INC. ©

New, Helene Curtis Quik-Care revolutionary 60-second hair treatment actually makes damaged hair look alive again. (In Harper's bazaar, Mar. 1964, p.21) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Mar64; KK179190.

D

DCA FOOD INDUSTRIES, INC. ©

Crunch 'N Fudge sugar cone crunch ice cream sundae bars, 6 pak; net contents: 3 fluid ozs. each. On folding carton. (Gold mine sparkle) © 25Feb64; KK180020.

Gold Mine Sparkle Crunch 'N Fudge 6 pak ice cream bars; 3 fl. oz. bars, total contents 18 fl. ozs. On folding carton. © 25Feb64 (in notice: 1963); KK179199.

DAIRY QUEEN NATIONAL DEVELOPMENT CO. ©

Miss Dairy Queen; item no.MM-716-62-D-D1--719-62-D-D1. 4 cards. © 15Jan62; KK178346.

DAIRY TWIST.

Ask for the new Twist at Dairy Twist. Sheet. © Dairy Twist, a firm composed of Delbert D. Robertson, Travis Alley & Jimmy C. Dixon; 27Apr64; KK180062.

DAIRYMEN'S LEAGUE COOPERATIVE ASSN., INC. ©

Dairyrea 6 creamie bars; sherbet coated ice cream; net contents 3 fl. oz. each. On folding carton. Appl. author: Raymond F. Peasback. © 1May64; KK180533.

Dairyrea 6 fudge bars; net contents 3 fl. oz. each. On folding carton. Appl. author: Raymond F. Peasback. © 1May64; KK180534.

DAIRYPAK, INC.

Deerfield butter; one pound net. On folding carton. (Terr. des. 1062) © DairyPak, Inc., a corporate division of Champion Papers, Inc.; 14Nov62; KK179316.

Kree-Mee ice cream; one half gallon liquid. On folding carton. (Terr. des. 1070) © DairyPak, a corporate division of Champion Papers, Inc.; 15Nov63; KK178888.

Kree-Mee ice cream, chocolate marshmallow; one half gallon liquid. On folding carton. (Terr. des. 1070) © DairyPak, a corporate division of Champion Papers, Inc.; 15Nov63; KK178889.

Kree-Mee ice cream, neapolitan; one half gallon liquid. On folding carton. (Terr. des. 1070) © DairyPak, Inc., a corporate division of Champion Papers, Inc.; 15Nov63; KK178890.

Kree-Mee ice cream, vanilla; one half gallon liquid. On folding carton. (Terr. des. 1070) © DairyPak, Inc., a corporate division of Champion Papers, Inc.; 15Nov63; KK178887.

Wanzer's ice cream, butter pecan; one half gallon liquid. On folding carton. (Terr. des. 1071-7) © DairyPak, Inc., a corporate division of Champion Papers, Inc.; 16Sep63; KK178191.

Wanzer's ice cream, chocolate; one half gallon liquid. On folding carton. (Terr. des. 1071-2) © DairyPak, Inc., a corporate division of Champion Papers, Inc.; 16Sep63; KK178192.

Wanzer's ice cream, chocolate wave; one half gallon liquid. On folding carton. (Terr. des. 1071-6) © DairyPak, a corporate division of Champion Papers, Inc.; 16Sep63; KK178193.

Wanzer's ice cream, neapolitan; one pint liquid. On folding carton. (Terr. des. 1071-4) © DairyPak, Inc., a corporate division of Champion Papers, Inc.; 16Sep63; KK178190.

Wanzer's ice cream, New York cherry; one half gallon liquid. On folding carton. (Terr. des. 1071-5) © DairyPak, Inc., a corporate division of Champion Papers, Inc.; 16Sep63; KK178195.

Wanzer's ice cream, strawberrrry; one half gallon liquid. On folding carton. (Terr. des. 1071-3) © DairyPak, Inc., a corporate division of Champion Papers, Inc.; 16Sep63; KK178196.

Wanzer's ice cream, vanilla; one half gallon liquid. On folding carton. (Terr. des. 1071-1) © DairyPak, Inc., a corporate division of Champion Papers, Inc.; 16Sep63; KK178194.

DAL MANUFACTURING CORP.

Directions: Starting at left, roll ball along white line; Exec-u-toy. On folding carton. © DAL a.a.d.o. Dal Manufacturing Corp.; 20Dec63; KK179440.

Executive appointment timer; Exec-u-toy. On folding carton. © DAL a.a.d.o. Dal Manufacturing Corp.; 20Dec63; KK179441.

DANBY FARM.

Lose your heart to a Shetland. (In Town & country, Apr. 1964, p.154) © Danby Farm, solely owned by Daniel & Beatrice Langfeld; 1Apr64; KK179876.

Raising Shetlands on the side. (In The Western horseman, Apr. 1964, p.114) © Danby Farm, solely owned by Daniel & Beatrice Langfeld; 25Apr64; KK179875.

DANIEL (JACK) DISTILLERY.

It's getting the season when folks in Jack Daniel's hollow most like to sit around and tell stories, especially on one another; Old no.7. (In The Reporter, Dec. 5, 1963, p.43) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 5Dec63; KK178907. When Lem Motlow started as a bookkeeper at Jack Daniel's; Old no.7. (In Seattle post-intelligencer, Sept. 9, 1963, p.19) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 9Sep63; KK177779.

DANT DISTILLING CO. ©

Ask the man for Oldee, Old Bourbon, that is; no fuss ... by J. W. Dant. [Bartender holding decanter, & 3 men at bar] (In Detroit news, Feb. 14, 1964, p.4C) Appl. author: Otto Kleppner. © 14Feb64; KK180113.

Ask the man for Oldee, Olde bourbon, that is. (In Sioux City journal, Feb. 17, 1964, p.3) Appl. author: Otto Kleppner. © 17Feb64; KK179437.

Ask the man for Oldee, Olde Bourbon, that is; no fuss ... by J. W. Dant. [Bartender holding cask & 2 men at bar] (In Detroit news, Feb. 18, 1964, p.13-A) Appl. author: Otto Kleppner. © 18Feb64; KK180112.

Folks, add extra enjoyment to your holidays with my extra quality whiskys; J. W. Dant. (J. W. Dant's extra quality whiskys) (In New York journal-American, Dec. 2, 1963, p.4) Appl. author: Otto Kleppner. © 2Dec63; KK178226.

Folks, add extra enjoyment to your holidays with my extra quality whiskys; J. W. Dant. (J. W. Dant's extra quality whiskys) (In Philadelphia evening bulletin, Dec. 4, 1963, p.6) Appl. author: Otto Kleppner. © 4Dec63; KK178221.

If you're in this business for money, why take a shot in the dark? J. W. Dant. (In Michigan beverage news, Nov. 18, 1963, p.23) Appl. author: Otto Kleppner. © 18Nov63; KK178452.

In 1836, fifteen years before the first World's Fair opened in London, J. W. Dant was making fine whisky at a fair price. (In Sunday news, New

- York, Apr. 12, 1964, World's Fair section, p.54) Appl. author: Otto Kleppner. © 12Apr64; KK180398.
Old time flavor; no fuss, no frills, just mighty fine Olde Bourbon. (In The Bridgeport post, Oct. 1, 1963, p.6) Appl. author: Otto Kleppner. © 10Oct63; KK178061.
Sell the line that's rich with time; J. W. Dant. (In Beverage journal, Oct. 1963, p.27) Appl. author: Otto Kleppner. © 10Oct63; KK178059.
Still made the old fashioned way ... America's best selling bonded bourbon. (In Connecticut beverage journal, Mar. 1964, p.10) Appl. author: Otto Kleppner. © 1Mar64; KK179697.
- D'AQUILA, CARL M. ©
Does Minnesota need Taconite?
Sticker. © 14Jan64; KK179945.
- DAVIDSON, ROBERT.
American heritage. See SEEMAN (JAMES) STUDIOS, INC.
- DAVIS (H.) TOY CORP. ©
My sons, all doctors, the Finks; no.802. On wrapper. © 8Apr64; KK179809.
- DAVIS (H. E.) SHOE CO. ©
King-Flex shoes, fit for a king. On sticker. Appl. author: M. B. Claff & Sons, Inc. © 13Feb64; KK178964.
- DAY-BRITE LIGHTING.
Daylume octex plastic enclosures. Looseleaf. (Section 10, sheet 90) © Day-Brite Lighting, division of Emerson Electric Mfg. Co.; 18Nov63; KK177882.
The Equalite. Looseleaf. (Section 40, sheet 10) © Day-Brite Lighting, division of Emerson Electric Mfg. Co.; 19Aug63; KK177886.
Holiday II for two rows of F40 lamps. Looseleaf. (Section 10, sheet 84) © Day-Brite Lighting, division of Emerson Electric Mfg. Co.; 22Apr63; KK177879.
Liteway for two rows of F40 lamps. Looseleaf. (Section 10, sheet 83) © Day-Brite Lighting, division of Emerson Electric Mfg. Co.; 22Apr63; KK177878.
Marksman II for two rows of F40 lamps. Looseleaf. (Section 10, sheet 81) © Day-Brite Lighting, division of Emerson Electric Mfg. Co.; 22Apr63; KK177876.
Marksman IV for four F40 lamps. Looseleaf. (Section 10, sheet 82) © Day-Brite Lighting, division of Emerson Electric Mfg. Co.; 22Apr63; KK177877.
New Hydee hanger for use with chain suspension industrial lighting fixtures. Looseleaf. (Section 30, sheet 25) © Day-Brite Lighting, division of Emerson Electric Manufacturing Co.; 19Aug63; KK177885.
Surface Marksman II for two rows of F40 lamps. Looseleaf. (Section 10, sheet 85) © Day-Brite Lighting, division of Emerson Electric Mfg. Co.; 18Nov63; KK177880.
Surface Marksman IV for four F40 lamps. Looseleaf. (Section 10, sheet 86) © Day-Brite Lighting, division of Emerson Electric Mfg. Co.; 18Nov63; KK177881.
12" wide plastic enclosed troffers with octex plastic. Looseleaf. (Section 20, sheet 33) © Day-Brite Lighting, division of Emerson Electric Manufacturing Co.; 22Nov63; KK177883.
24" wide plastic enclosed mobilex with octex plastic. Looseleaf. (Section 20, sheet 83) © Day-Brite Lighting, division of Emerson Electric Manufacturing Co.; 22Nov63; KK177884.
- DECOR.
Your Name personality stretch band with 36 name decals; item no.6350. Card. © Decor a.a.d.o. Hair Fashions by Decor, Inc.; 30Mar64; KK180576.
- DECORATIVE TRENDS.
Gold Water AUH₂O, the soap for conservative people; presidential size. On wrapper. Appl. author: James K. Barker. © James K. Barker, Inc. d.b.a. Decorative Trends; 14Mar64; KK179327.
- DE FRATES (JOSEPH F.) CO. ©
Chilli Man chilli with meat and beans; family size; contents 3 lbs. 3 ozs. On wrapper. Appl. author: Joseph F. De Frates. © 6May64; KK180414.
- DEHYDRATED JUICES, INC. ©
New soft drink sensation, Coolo-Coolo, artificially sweetened beverage base; contains 2 fluid oz. On folding carton. Appl. author: B. J. Linbaugh & Asso. © 15Jun63; KK178484.
- DEJUR-AMSCO CORP. ©
Dejur Grundig price list. Stenorette. Sheet. © 27Feb64; KK180477.
- DELAGAR PRODUCTS, INC. ©
Full Bloom perfumes your room; deal no.2795. Sheet. NM: "new pictorial matter." © 15Aug63; KK178502.
- DELANDER, JOHN B. See TORETTE PRODUCTS.
- DELAVAL SEPARATOR CO. ©
Every milker you sell. 10 p. Appl. author: Ralph A. Langer. © 31Aug63; KK177909.
No down payment, new low interest rates, up to 5 years to pay; quality tanks every farmer can afford. Folder. Appl. author: G. Richard Olmstead. © 30Dec63; KK179608.
Storage tanks. 7 p. Appl. author: G. Richard Olmstead. © 30Dec63; KK179219.
- DELTA PRODUCTS.
Velvet jeweled collar; item no.225. Sticker. © Delta Products, division of Sternco Industries, Inc.; 3Feb64; KK179830.
- DE LUXE READING CORP. ©
The fashion world of Penny Brite; Topper toy. On folding carton. © 17Feb64; KK180314.
Johnny Seven armored battalion, be a hero, win the war; 3018. Topper toys. On box. © 17Feb64 (in notice: 1963); KK180312.
Johnny Seven O. M. A., no batteries needed; 6025. Topper toys. On box. © 17Feb64; KK180313.
Johnny Seven speed set; be a champion on land & water; 3050. On box. (Topper toys) © 14Oct63; KK180892.
Topper toys. 27 p. © 17Feb64; KK180307.
The world of Penny Brite; beauty parlor, everything to make Penny Brite's hair beautiful; 1031. Topper toys. On box. © 17Feb64 (in notice: 1963); KK180309.
The world of Penny Brite; bedroom with lovely 2 pc. pajama outfit; 1023. Topper toys. On box. © 17Feb64 (in notice: 1963); KK180310.
The world of Penny Brite; kitchen-dinette with lovely 2 pc. dress set; 1066. Topper toys. On box. © 17Feb64 (in notice: 1963); KK180308.
The world of Penny Brite; schoolroom with lovely 2 pc. schoolgirl outfit; 1015. Topper toys. On box. © 17Feb64 (in notice: 1963); KK180311.
- The world of Penny Brite; travel set with travel ensemble; 1058. Topper toys. On box. © 10Feb64 (in notice: 1963); KK181127.
- DENISON, R. J. ©
Party-Darts, how to play. Sheet. © 3Jan64; KK177891.
- DENISON, RICHARD. ©
Play-TV theatre. Sheet. © 10Feb64; KK179003.
- DENNIS (W. J.) & CO. ©
Variably adjustable door bottom; no.990-36". Sheet. Appl. author: John F. Dennis. © 15May64; KK180772.
- DENTISTS' SUPPLY CO. OF NEW YORK. ©
The moulds and dimensions of Trubyte Biotone, the balanced formula plastic teeth. 1 v. Appl. author: Alan Jones Davis. NM: addition. © 2Feb64 (in notice: 1963); KK178661.
- DERRY PRODUCTS, INC. ©
Flamingo mix; contents one gallon. Sticker. Appl. author: Benjamin B. Deretchin. © 1May64; KK181146.
- DESIGN-A-SIGN CO., INC. ©
Name plates, desk & door signs ... design-a-sign. Folder. © 2Jul63; KK178984.
- DESIGN & PRODUCTION, INC. ©
Analysis. Folder. © 5Dec63; KK178178.
Display maker, 30 to 60 sq. ft. of display area, on color-lacquered pegboard panels. Sheet. © 14Nov63; KK178663.
Polestar; plot your next convention course with Design and Production's new Polestar exhibit unit. Sheet. © 14Nov63; KK178664.
Sparker; spark more sales with the D&P Sparker. Sheet. © 14Nov63; KK178665.
Table Topper portable display kit. Sheet. © 14Nov63; KK178662.
- DETROIT STEEL CORP. ©
DSC Accutronic strip gives 100% job performance for over 5 years says American Tack Co., Inc. (In The Midwest purchasing agent, Jan. 1964, p.72) Appl. author: Simons-Michelson Co. © 15Jan64; KK178230.
DSC Accutronic strip wins acclaim in close tolerance application. (In New England purchaser, Feb. 1964, p.7) Appl. author: Simons-Michelson Co. © 5Feb64; KK180291.
DSC service and quality excellent. (In The Midwest purchasing agent, Apr. 1964, p.62) Appl. author: Simons-Michelson Co. © 15Apr64; KK180290.
A new twist from DSC solves wire problem for GE. (In New England purchaser, Mar. 1964, p.29) Appl. author: Simons-Michelson Co. © 5Mar64; KK180288.
On-target job-performance, the big reason stampers continue to rely on DSC Accutronic strip. (In New England purchaser, Dec. 1963, p.7) Appl. author: Simons-Michelson Co. © 5Dec63; KK178229.
30 year user rates DSC strip service tops for consistent reliability. (In New England purchaser, Apr. 1964, p.45) Appl. author: Simons-Michelson Co. © 5Apr64; KK180289.
- DISNEY (WALT) PRODUCTIONS. ©
Walt Disney presents Folk heroes. The Wellingtons and guest stars. Record sleeve. (A Disneyland record, ST-3921) NM: "pictorial matter." © 17Jan64 (in notice: 1963); KK178547.

- DISNEY (WALT) PRODUCTIONS.-Con.**
Walt Disney's Disneyland, jr. jigsaw puzzle; no.4611; 100 pieces. On wrapper. © 21Jan64 (in notice: 1963); KK178458.
Walt Disney's Mouseketeers, jr. jigsaw puzzle; no.4611; 100 pieces. On wrapper. © 21Jan64 (in notice: 1963); KK178457.
- DIXIE LIFE INSURANCE CO. ©**
The Dixie master plan, the most advanced hospitalization plan available. Sheet. Appl. author: Largent Parks, Jr. © 11Apr64; KK181069.
- DIXON, JIMMY C.** See DAIRY TWIST.
- DODGE COURT RECORD CO. ©**
Hermit Club concert jazz orchestra; 1964. Sheet. © 8Jun64; KK180968.
- DOLGORUKOV MANUFACTURING CO.**
Note the following features. Card. © Gregory S. Dolgorukov d.b.a. Dolgorukov Manufacturing Co.; 11Jun59; KK180608.
- DOMINGOS, JOSEPHINE.** See ANDO ENTERPRISES.
- DONALD, RICHARD. ©**
Symbol of professional competence, member, American Reading Society. Folder. © 15Apr64; KK181066.
- DONDE FOUNDATION, INC. ©**
Quick, easy new answer for bulging waistlines. (In Sunday patriot news, Harrisburg, Pa., Feb. 9, 1964, p.11) Appl. author: Donald J. Salls. © 9Feb64; KK179602.
- DOW CHEMICAL CO. ©**
Call Monette and demand more Saran Wrap. (In Post exchange and commissary, Oct. 1963, p.80) © 10Oct63; KK178197.
Revolution in sandwich bags; Handi-Wrap. (In Food topics, Feb. 1964, p.2) Appl. author: Norman, Craig & Kummel, Inc. © 31Jan64; KK178892.
Revolution in sandwich bags; Handi-Wrap. (In Supermarket news, Jan. 20, 1964, p.11) © 20Jan64; KK178818.
Revolution in sandwich bags; new Magic Dot dispenser. (In Food topics, Mar. 1964, p.2 of cover) Appl. author: Norman, Craig & Kummel, Inc. © 1Mar64; KK179992.
Saran Wrap, easier to start and handle; 50 ft. On folding carton. © 3Jan64; KK178199.
Saran Wrap squares; pre-cut, easy to use; 26 square sheets. On folding carton. © 5Aug63; KK178200.
What makes them twinkle? Saran Wrap. (In Good housekeeping, Dec. 1963, p.38-39) © 18Nov63; KK178198.
- DOW JONES & CO., INC. ©**
The broker, a good head for figures, a searching mind for facts. (In Time, June 12, 1964, p.99) Appl. author: T. E. Callis. © 12Jun64; KK181091.
Things really happen when management in motion says yes. (In The New York times, Apr. 2, 1964, p.34) Appl. author: T. E. Callis. © 2Apr64; KK179563.
You can't buy one, with a good broker, you don't need one. (In Time, May 8, 1964, p.87) Appl. author: T. E. Callis. © 8May64; KK180403.
- DRACKETT CO. ©**
I see something new in Vanish. Signed: A. Leaf. Sheet. © 31Oct63; KK178345.
It's just for dusting and it's just wonderful; Endust. Poster. © 31May63; KK178529.
- Like the feller said, O-Cedar, the work-savest mops and brooms in the world. Signed: A. Leaf. Sheet. © 31Oct63; KK178344.
Meet the better halves; Endust makes a dust magnet of your dust mop or cloth. (In The Review, Jan.-Feb. 1964, p.123) © 1Feb64; KK180124.
New Twinkle cream for silver, gentle to silver, kind to your hands. (In The Philadelphia inquirer, Nov. 3, 1963, metro comics group, p.3) Appl. author: Young & Rubicam, Inc. © 3Nov63; KK180357.
O-Cedar show special gives you extra profits; new O-Cedar squeeze mop. (In Home furnishings daily, Jan. 3, 1964, p.37) Appl. author: Young & Rubicam, Inc. © 3Jan64; KK180358.
- DREWRY LTD. U. S. A., INC. ©**
Double your fun, buy an extra one; beer. (In Muscatine Journal, Jan. 3, 1964, p.8) © 3Jan64; KK177983.
- DRITZ (JOHN) & SONS, INC. ©**
Belt-tabs; no.578. Card. NM: additions. © 7Aug63; KK181159.
Coat and jacket hangers; 3 hangers; no.628. Card. NM: additions. © 26Jun63; KK181156.
Fur snaps, silk covered; no.777. Card. © 26Jun63; KK181157.
Seam ripper and buttonhole cutter; no.638. Card. NM: additions. © 21Aug63; KK181160.
Snag-Pruf zipper pull; no.549. Card. NM: additions. © 7Aug63; KK181161.
Tape measure; no.844. Card. © 26Jun63; KK181154.
Thread lock; no.531; 20 pieces. Card. NM: additions. © 7Aug63; KK181158.
Zipper glide; no.646. Card. © 26Jun63; KK181155.
- DRUGTAX, INC. ©**
We appreciate your prescription business. Sheet. © 26Nov63; KK178844.
- DRUMSTICK CO. ©**
4 sundae Twist; ice milk; net contents 24 fluid ozs. (4-pak sundae Twist) © Drumstick Co., division of Big Drum, Inc.; 5May64; KK180826.
- DU BARRY. ©**
Does more for you than pearls; Cloud-silk pearled face powder. (In The New Yorker, Aug. 1962) © 1Aug62; KK181210.
From demure to dynamite; Tru-Tint permanent hair coloring by Du Barry. (In Vogue, June 1962) © 1Jun62; KK178812.
Make your own moonlight; Flatter Fluff by Du Barry. (In Vogue, June 1962) © 1Jun62; KK178813.
- DUF JEWELRY MANUFACTURING CO. ©**
Key to your dates. Folder. © 19Mar64; KK179686.
- DUISBERG, FRED C. ©**
On a coral isle in the tropical sea ... always keep a Tiki charm. Slip. © 15Dec63; KK177787.
Three little shells that wish you well. Slip. © 15Dec63; KK177788.
- DUNCAN (DONALD F.) INC. ©**
Mister Yo-Yo presents Duncan's quality pre-school toys for boys and girls; no.1120-1127. Folder. Appl. author: Morrie Brickman. © 9Mar64; KK180700.
- DUNCAN FOODS CO. ©**
Butter-Nut coffee fan club, join in time and save a dime. (In Springfield leader and press, Mar. 26, 1964, p.42) Appl. author: Tatham-Laird, Inc. © 26Mar64; KK179407.
- Dynamic growth through new ideas; Butter-Nut coffee. (In Progressive grocer, May 1964, between p.22-23) Appl. author: Tatham-Laird, Inc. © 1May64; KK180836.
Win a backyard full of fun; family fun 'n games sweepstakes; Admiration coffee. (In The Houston post, Apr. 30, 1964, section 1, p.20) Appl. author: Clay Stephenson Associates, Inc. © 30Apr64; KK180539.
Win Charles Goren ... and a 1964 Lincoln Continental in the Butter-Nut coffee grand slam sweepstakes. (In The Saturday evening post, Mar. 7, 1964, p.48-49) Appl. author: Tatham-Laird, Inc. © 7Mar64; KK179408.
- DUNCAN PRODUCTS, INC. ©**
Clean pistons in 1 1/2 minutes; Zero Blast-N-Peen. Folder. Appl. author: Lloyd P. Duncan. © 31Mar64; KK180068.
- DUNN & MCCARTHY, INC. ©**
A delight to see, a joy to wear, and oh what value; Heel Huggers. (In Ladies' home journal, Mar. 1964, p.130) Appl. author: Rockmore Co. Advertising, Inc. © 18Feb64; KK179201.
Enna Jetticks answers buyers' questions about the new Soft-Shoe Brasilias. (In Footwear news, Dec. 12, 1963, p.13) Appl. author: Rockmore Co. Advertising, Inc. © 12Dec63; KK177908.
Enna Jettick answers buyers' questions about the new stretch shoe made with Vyrene. (In Footwear news, Jan. 2, 1964, p.13) Appl. author: Rockmore Co. Advertising, Inc. © 2Jan64; KK178027.
Enna Jettick answers buyers' questions about the perfect pump; Jewel. (In Footwear news, Jan. 16, 1964, p.15) Appl. author: Rockmore Co. © 16Jan64; KK178109.
Look again, it's the new, modern Enna Jettick look. (In Harper's bazaar, Apr. 1964, p.210) Appl. author: Rockmore Co. Advertising, Inc. © 1Apr64; KK179610.
Look again, it's the new, modern Enna Jettick look. (In Vogue, Feb. 15, 1964, p.130) Appl. author: Rockmore Co. © 15Feb64; KK178905.
Their new beauty is more than skin deep, inside is fast-selling comfort; Enna Jetticks. (In Boot and shoe recorder, Oct. 1, 1963, p.68) Appl. author: Rockmore Co. Advertising, Inc. © 10Oct63; KK178026.
What brand is this? It's one of the good-looking new Enna Jetticks. (In McCall's, Nov. 1963, p.227) Appl. author: Rockmore Co. Advertising, Inc. © 20Oct63; KK177832.
What price should you pay for this shoe? Enna Jettick. (In Family circle, Sept. 1963, p.66) Appl. author: Rockmore Co. Advertising, Inc. © 20Aug63; KK177936.
Women who wear these shoes are not stay-at-homes, they never refuse an invitation; Enna Jetticks. (In Good housekeeping, May 1964, p.181) Appl. author: Rockmore Co. © 18Apr64; KK180271.
Women who wear these shoes don't dread going to market, they shop in style and comfort; Enna Jetticks. (In Family circle, Mar. 1964, p.118) Appl. author: Rockmore Co. © 18Feb64; KK179200.
Women who wear these shoes walk on easy street, they're rich in style and comfort; Enna Jetticks. (In McCall's, Apr. 1964, p.213) Appl. author: Rockmore Co. Advertising, Inc. © 24Mar64; KK179346.

Women who wear these shoes won't take a cab, they feel like walking. (In Ladies' home journal, Mar. 1964, p.112) Appl. author: Rockmore Co. Advertising, Inc. © 18Feb64; KK179202.

DURA CORP. WEAVER MANUFACTURING DIVISION. ©
Weaver wheel alignment safety check; Sign-Align punch indicates your alignment condition. Card. Appl. author: George Swick. © 10May63; KK179112.

DURGIN, GEORGE E. ©
Puttercups. On wrapper. © 21Nov63; KK178690.

DURO-LITE LAMPS, INC. ©
Duro-Lite bulbs last 3 1/2 to 5 times longer; Flourescent. (Duro-Lite lamps last 3 1/2 to 5 times longer) Sheet. Appl. author: Douglas Hill. © 15May63; KK177794.
Duro-Lite DL-8 deal, features America's most complete line of long-life decorative bulbs. Sheet. Appl. author: Douglas Hill. © 27Nov63; KK181215.
Globelites by Duro-Lite, the light bulb that's a fixture. Sheet. Appl. author: Douglas Hill. © 15Jan64; KK181214.

DURO-TEST CORP. ©
Aging the world's finest fluorescents. Looseleaf. (Fluorescent facts for sales) Appl. author: Michael M. Rudner. © 13Nov63; KK177799.
All together now, happy birthday to you. Folder. Appl. author: Michael M. Rudner. © 29Jan64; KK181217.
Baking the finest fluorescent tubes. Looseleaf. (Fluorescent facts for sales) Appl. author: Michael M. Rudner. © 23Oct63; KK177805.
Basing the world's finest fluorescents. Looseleaf. (Fluorescent facts for sales) Appl. author: Michael M. Rudner. © 6Nov63; KK177798.
Beat the drums. Folder. Appl. author: Michael M. Rudner. © 22Jan64 (in notice: 1963); KK181213.
Cut-glass elegance in light bulbs with Crystalizer by Duro-Test. Looseleaf. Appl. author: Michael M. Rudner. © 10Jul63; KK177808.
Double skiing income with Fluomeric by Duro-Test. Looseleaf. Appl. author: Michael M. Rudner. © 13Nov63; KK177807.
The emission coating. Looseleaf. (Fluorescent facts for sales) Appl. author: Michael M. Rudner. © 4Sep63; KK177809.
Firing the finest phosphor. Looseleaf. (Fluorescent facts for sales) Appl. author: Michael M. Rudner. © 20Oct63; KK177802.
Fluomeric fixtures by Duro-Test; schedule of prices and specifications. Sheet. Appl. author: Michael M. Rudner. © 8Apr64; KK181223.
Fluomeric storm king fixture; model no. 5584. Sheet. Appl. author: Michael M. Rudner. © 1Apr64; KK181216.
Fluomeric, the brightest light bulb you can use without ballast. (In Modern plan operation & maintenance, June 1963, p.4) Appl. author: Michael M. Rudner. © 12Jun63; KK178422.
Fluorescent fixtures by Duro-Test; schedule of prices and specifications, effective Feb. 1, 1964. Folder. Appl. author: Michael M. Rudner. © 15Jan64; KK181225.

Football classic; 1963; first game, September 23-28. Folder. Appl. author: Michael M. Rudner. © 23Sep63; KK177796.
Hercules; knock it, drench it, drop it; now a light bulb that's safety glass outside, extra tough inside. (In Modern plan operation & maintenance, Sept. 1963, p.31) Appl. author: Michael M. Rudner. © 18Sep63; KK178997.
Hercules by Duro-Test, the rugged light bulb with the high light output. Looseleaf. Appl. author: Michael M. Rudner. © 20Oct63; KK177806.
The lumen. Looseleaf. (Fluorescent facts for sales) Appl. author: Michael M. Rudner. © 11Sep63; KK177810.
The phosphor coating operation. Looseleaf. (Fluorescent facts for sales) Appl. author: Michael M. Rudner. © 16Oct63; KK177804.
Plasticliner series, with V-shaped diffuser. Sheet. Appl. author: Michael M. Rudner. © 11Mar64; KK181220.
Proper seating of bipin lamps. Looseleaf. (Fluorescent facts for sales) Appl. author: Michael M. Rudner. © 18Sep63; KK177811.
Purifying the glass tubes. Looseleaf. (Fluorescent facts for sales) Appl. author: Michael M. Rudner. © 9Oct63; KK177803.
Reflector bulbs. Looseleaf. Appl. author: Michael M. Rudner. © 4Sep63; KK177812.
Rigid control assures Duro quality. Looseleaf. (Fluorescent facts for sales) Appl. author: Michael M. Rudner. © 20Nov63; KK177800.
Sealing the world's finest fluorescents. Looseleaf. (Fluorescent facts for sales) Appl. author: Michael M. Rudner. © 30Oct63; KK177797.
Shalloliter series; generaliter series; America's finest fluorescent fixture. Sheet. Appl. author: Michael M. Rudner. © 5Feb64; KK181222.
Super Delux 45 by Duro-Test, the fluorescent lamp that brings noon-time sun and sky indoors. Folder. Appl. author: Michael M. Rudner. © 19Feb64; KK181219.
2000 lumens brighter than the next brightest fluorescent; UHO power-twist; 17,000 lumens. (In Modern plant operation and maintenance, Apr. 1964, p.23) Appl. author: Michael M. Rudner. © 11Mar64; KK181218.
UHO Power-twist by Duro-Test; powerful, more powerful, most powerful. Sheet. Appl. author: Michael M. Rudner. © 26Feb64; KK181224.
Use preheat lamps in preheat fixtures and rapid start lamps in rapid start fixtures. Looseleaf. (Fluorescent facts for sales) Appl. author: Michael M. Rudner. © 25Sep63; KK177801.
Viewlitter series. Sheet. Appl. author: Michael M. Rudner. © 12Feb64; KK181221.
DUSENBERY (JOHN) CO., INC. ©
Auto-Tensioner, greater production, lower costs with automatic web tension control. Folder. Appl. author: Maczko-Wehner Advertising. © 10Apr64; KK180641.
Duplex splitter and differential rewinder; model 635. Folder. Appl. author: Maczko-Wehner Advertising. © 10Apr64; KK180640.
Holder assemblies and blades for razor blade slitting. Sheet. Appl. author: Maczko-Wehner Advertising. © 30Sep63; KK178012.
The king of slitter-rewinders; model 800. Folder. Appl. author: Maczko-Wehner Advertising. © 30Sep63; KK178014.

Shear slitting accessories. Folder. Appl. author: Maczko-Wehner Advertising. © 30Sep63; KK178013.
Web tension indicator, model 30. Sheet. Appl. author: Maczko-Wehner Advertising. © 10Apr64; KK180189.

DWOSKIN, INC. ©
Delwebb crowns. Sheet. © 21Oct63 (in notice: 1964; KK180872).

DYER, JESSE C. ©
Scissor sharper. On wrapper. © 1Jun64; KK180824.

E

E. S. R., INC. ©
Digi-Comp 1, first real operating digital computer in plastic; model 101. On folding carton. © 30Sep63; KK180776.
Whip-a-top; no.201. Card. © 9Mar64; KK180775.
E. Z. PAINTS CORP. ©
Sash-Line. Folder. © 5Sep63; KK180695.
Trim-Line for trimming and cut-in painting. Card. © 5Sep63; KK180286.
EAGLE SHIRTMAKERS. ©
Is it perfectly all right to wear button-down shirts at night? (In The New Yorker, Sept. 21, 1963, p.101) Appl. author: Freeman & Gossage, Inc. © 21Sep63; KK177868.
Miss Afflerbach's golden jubilee, hurrah. (In The New Yorker, Oct. 26, 1963, p.68) Appl. author: Freeman & Gossage, Inc. © 26Oct63; KK179288.
The new hue in Eagle button-downs: Foreseeable fuchsia. (In The New Yorker, Jan. 25, 1964, p.64) Appl. author: Freeman & Gossage, Inc. © 25Jan64; KK178660.
The trouble with sports shirts is when you wear an ordinary tie with one, you look like a gangster. (In The New Yorker, Apr. 18, 1964, p.81) Appl. author: Freeman & Gossage, Inc. © 18Apr64; KK180621.
EARLY DAWN DAIRY CO. ©
Sta-Lite cottage cheese; net contents one pint. On wrapper. © 27Jan64; KK179590.
EARLY TIMES DISTILLERY CO. ©
At day's end, enjoy true old style Kentucky bourbon. [Black & white illus.] (In New Orleans states-item, Jan. 2, 1964, p.24) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 2Jan64; KK180164.
At day's end, the true old style Kentucky bourbon. [Color illus.] (In True, Feb. 1964, p.2 of cover) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 18Jan64; KK180165.
Buy the large size and save; Kentucky straight bourbon whisky. [Whole bottle] (In San Francisco chronicle, Mar. 2, 1964, p.34) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 2Mar64; KK180162.
Buy the large size and save; Kentucky whisky. [Half bottle] (In San Francisco call bulletin, Mar. 11, 1964, p.48) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 11Mar64; KK180163.

EARLY TIMES DISTILLERY CO.-Con.

- Early Times announces its new big bottle savings policy; Kentucky straight bourbon whisky. (In Patterson's California beverage gazetteer, Feb. 1964, p.14-15) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Feb64; KK180166.
- Early Times, the true old-style Kentucky bourbon, always smoother because it's slow distilled. (In Arkansas democrat, Mar. 11, 1964, p.22) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 11Mar64; KK180171.
- An Early Times toast to my favorite girl who's coming with me to the Sugar Bowl this year. (In New Orleans states-item, Dec. 27, 1963, p.26) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 27Dec63; KK180161.
- Enjoy it now at your local tavern. (In The Cedar Rapids gazette, Sept. 20, 1963, p.21) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 20Sep63; KK179736.
- Enjoy true old-style Kentucky bourbon. (In Miami herald, June 13, 1963, p.3-F) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 13Jun63; KK179731.
- Enjoy true old-style Kentucky bourbon. [Large bottle in middle of page] (In Miami herald, June 27, 1963, p.3-F) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 27Jun63; KK179734.
- The fortune cookie said the obvious. (In San Francisco news call bulletin, Aug. 7, 1963, p.52) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 7Aug63; KK179730.
- If that bird could see you now. (In S. F. news call bulletin, Aug. 28, 1963, p.11) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 28Aug63; KK179728.
- My husband, Henry, is going to Mardi Gras dressed as a bottle of Early Times. (In The Times-picayune, New Orleans, Feb. 10, 1963, section 4, p.1) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 10Feb64; KK180167.
- My kind of whisky, the true old-style Kentucky bourbon. (In Chicago sun-times, Sept. 5, 1963, p.76) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 5Sep63; KK179729.
- My kind of whisky, the true old-style Kentucky bourbon. (In True, the man's magazine, Oct. 1963, p.32) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 18Sep63; KK178295.
- New Orleans handicap times through the years. (In The Times-picayune, New Orleans, Mar. 6, 1964, p.7) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 6Mar64; KK180570.
- Old-style Kentucky bourbon, enjoy. (In Chicago tribune, June 28, 1963, section 1, p.18) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 28Jun63; KK180168.
- The perfect gift for a man, the true old-style Kentucky bourbon handsomely wrapped at no extra cost. (In Forward times, Houston, Texas, Nov. 9, 1963, p.3) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 9Nov63; KK178292.
- The perfect gift for my man, old-style Kentucky bourbon handsomely wrapped at no extra cost. [Heads of couple, & decorated box] (In El Paso herald-post, Oct. 31, 1963, section C, p.3) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 31Oct63; KK178289.

The perfect gift for my man, the true old-style Kentucky bourbon handsomely wrapped at no extra cost. [Heads of couple, & decorated box; black & white illus.] (In Houston post, Oct. 31, 1963, section 3, p.2) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 31Oct63; KK178290.

The perfect gift for my man, the true old-style Kentucky bourbon handsomely wrapped at no extra cost. [Heads of couple, & decorated box; color illus.] (In Time, Nov. 8, 1963, p.3 of cover) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 5Nov63; KK178291.

The perfect gift for my man, the true old-style Kentucky bourbon, handsomely wrapped at no extra cost. (In San Francisco chronicle, Nov. 13, 1963, p.50) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 13Nov63; KK178293.

Save \$2.00 on Early Times half-gallon. (In Las Vegas review journal, Aug. 23, 1963, p.26) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 23Aug63; KK179733.

There's excitement at Harrah's Tahoe Championship Regatta. (In Sports illustrated, Western ed., Sept. 9, 1963, p.W1) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 5Sep63; KK179732.

This is the gift that is a natural best seller. (In Michigan beverage news, Oct. 21, 1963, p.11) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 21Oct63; KK178294.

To all Jaycees, a friendly welcome from the true old-style Kentucky bourbon, Early Times. (In The Courier-Journal, Louisville, June 25, 1963, section 1, p.9) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 25Jun63; KK179735.

The true old-style Kentucky bourbon, always smoother because it's slow distilled. [Bottle & highball glass] (In Arkansas democrat, Mar. 4, 1964, p.16) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 4Mar64; KK180169.

True old-style Kentucky bourbon, always smoother because it's slow distilled. [Bottle pouring into highball glass] (In Arkansas democrat, Mar. 20, 1964, p.21) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 20Mar64; KK180170.

EASTERN AIR LINES, INC. ©
Frozen meals; veal parmigiana.
Net weight 32 lbs. Sticker.
© 8Nov63; KK178170.

EASTON (JAMES D.) INC. ©
Aluminum arrow shafts; 24SRT-X,
XX75, 10 p. Appl. author:
James D. Easton. © 1Jul63;
KK177815.

ECLIPSE.
Eclipse product identification labels
presents a new idea in promoting
bank services. Folder. © Alvin
E. Bost d.b.a. Eclipse; 3Jun64;
KK181230.

ECONOMY LAWN SERVICE.
Your living room begins at the curb.
Is your green carpet faded and
threadbare? Mr. Gro! Folder.
© Martin Platt d.b.a. Economy Lawn
Service; 5Apr64; KK180129.

EDLO, INC. ©
Crystal Slim freez ice milk, vanilla;
one half gallon pasteurized.
© 15Apr63 (in notice: 1959);
KK177940.

EFRON (THEODORE) MANUFACTURING CO. ©
New, do-it-yourself Safety-Dor bath-
tub enclosure. Sheet. © 15Nov63;
KK178354.
New, do-it-yourself Safety-Dor bath-
tub enclosure. Sheet. © 3Mar64;
KK179433.

EGAN (FRANK W.) & CO. ©
Reciproscrew set-up calculator.
© 18Nov63; KK178168.

EKLABS, INC. ©
Magic 1-2-3; diamond ring dip cleaner.
On folding carton. Appl. author:
Ernest W. Ekstrand. © 25Mar64;
KK179378)

ELCO TOOL & SCREW CORP. ©
Elco aids for home and office.
Appl. author: Charles R. Williams.
1964; issue no.
1. © 17Feb64; KK178906.
2. © 9Mar64; KK179180.
3. © 2Apr64; KK179811.
4. © 28Apr64; KK180123.
5. © 26May64; KK180771.

ELECTRIC STORAGE BATTERY CO. ATLAS
MINERAL PRODUCTS DIVISION, ©
Atlas Epoxybond, stix to fix anything;
contents: 2 sticks, net weight,
4 1/2 oz. On folding carton.
Appl. author: George P. Gabriel.
© 15Nov63 (in notice: 1964);
KK181134.

ELECTRICAL FITTINGS CORP. ©
Conduit clamps used to be single
purpose, hard-to handle until the
Efcor Jay clamp. Folder.
© 16Feb62; KK179995.
Only in the new Efcor bushing, a
Delrin insulator. Folder.
© 18Nov63; KK179072.

ELECTROGRAPHIC CORP. ©
Monthly planning schedule. Folder.
© 31Mar64; KK179705.

ELECTROLUX CORP. ©
All new Electrolux Turbo rug washer
and floor polisher. 1 v. Appl.
states prev. reg. KK170083 &
KK166252. NM: additions.
© 23Jan64; KK179015.
Nuvo shampoo for rugs, carpets,
fabrics; net contents one U. S.
liquid pint. On bottle.
© 19May64; KK180303.

ELECTRONIC CHEMICAL CORP. ©
No-Noise Tape-Reco head cleaner;
net weight: 6 oz. On wrapper.
Appl. author: William Gottlieb.
© 19Jun64; KK181117.
No noise volume control and contact
restorer for TV, radio, FM & record
changers; net weight: 6 oz.
Sticker. Appl. author: William
Gottlieb. © 28Apr64; KK180069.

ELKAY MANUFACTURING CO. ©
Cuisine centre by Elkay; stainless
steel sinks. (In Domestic engineer-
ing, Mar. 1964, p.5) © 11Mar64;
KK181266.
Starlite by Elkay; stainless steel
sinks. (In Kitchen business, April
1964, p.17) © 6Apr64; KK181267.

ELIMAN INTERNATIONAL TRADING CO. ©
Roto Chef automatic barbecue spit.
Folder. © 21Sep63; KK177921.

EMBASSY HANDPRINTS, INC. ©
Fruits n' such, three delectable
panels with exciting decorative
possibilities; FS901-FS906.
Sheet. © 1Sep63 (in notice: 1964);
KK180044.

Garden swag, an exquisite floral
with unusual decorative possibili-
ties, beautifully drawn, this
scenic lends an air of grace ... to
any wall; GS801. Sheet. © 1Sep62;
KK180045.

- Little men, three cavaliers offering companionship to the loviest people; IM902. Sheet. © 1Sep63; KK180091.
- Piazza ... set consists of 4 panels; PZ805. Sheet. © 1Sep62; KK180043.
- Rose arbor, with the open lightness of an outdoor terrace and arbor; this highly decorative mural brings charm and color to any room. Sheet. © 1Sep62; KK180306.
- EMERSON ELECTRIC MFG. CO. DAY-BRITE LIGHTING. See DAY-BRITE LIGHTING.
- EMPIRE MERCHANDISING CO. ©
- Marine Corps combat knife with heavy leather sheath. (In Field & stream, Feb. 1964, p.109) NM: revision & additions. © 28Jan64; KK179095.
- New French glasses; portable electric refrigerator; Trans-O-Phone walkie-talkies; auto and boat compass; new Zoom hand telescope; U. S. Navy pilot's survival knife; Commando knife. (In Outdoor life, Apr. 1964, p.147) © 26Mar64; KK179562.
- New French glasses let you see fish below surface of water; keep warm this winter wherever you go with famous Heat-Pal heater stove. (In Field & stream, Feb. 1964, p.105) NM: revision & additions. © 28Jan64; KK179094.
- New French glasses let you see fish below surface of water; Norse king fishing-camping hunting knife; portable electric refrigerator. (In Field & stream, Mar. 1964, p.129) NM: revision & additions. © 27Feb64; KK179047.
- This is the famous Heat-Pal combination heater stove; new isometric exerciser kit; powerhouse field glasses. (In Field & stream, Jan. 1964, p.71) NM: revision & additions. © 26Dec63 (in notice: 1964); KK179096.
- EMPIRE PENCIL CO. ©
- Pencils. 27 p. Appl. author: Hugh F. Bohner. © 2Jan64; KK178096.
- ENDEVCO CORP. ©
- The heart of the system; strain, temperature, pressure, resistance. (In Instruments and control systems, May 1964, p.205) © 25May64; KK181151.
- ENRO SHIRT CO.
- Enro Shirt Company asks prospective advertising agency about media schedule. (In New Yorker, Dec. 28, 1963, p.3) © Enro Shirt Co. (in notice: Enro Shirt Co., a division of Wilson Bros.); 28Dec63; KK178756.
- Enro Shirt Company discusses inquiry with prospective advertising agency. (In The New Yorker, Apr. 4, 1964, p.115) © 4Apr64; KK179970.
- Enro Shirt Company discusses sales with prospective advertising agency. (In The New Yorker, June 6, 1964, p.21) © 6Jun64; KK181273.
- Enro Shirt Company discusses style with prospective advertising agency. (In The New Yorker, Feb. 15, 1964, p.77) © 15Feb64; KK179331.
- Enro Shirt Company meets with prospective advertising agency. (In The New Yorker, Nov. 9, 1963, p.91) © 9Nov63; KK178533.
- Enro Shirt Company shares secret with prospective advertising agency. (In The New Yorker, Mar. 14, 1964, p.21) © 14Mar64; KK179328.
- Enro Shirt Company takes prospective advertising agency on plant tour. (In The New Yorker, Nov. 30, 1963, p.33) © Enro Shirt Co. (in notice: Enro Shirt Co., a division of Wilson Bros.); 30Nov63; KK178755.
- One-man advertising agency pitches Enro shirt account. (In The New Yorker, Nov. 2, 1963, p.32) © 2Nov63; KK178534.
- ENVELOPE INSTITUTE OF AMERICA. ©
- Quality printing goes hand-in-hand with quality envelopes. Folder. © 23Mar64; KK179491.
- When you need something different it pays to use custom made envelopes. Folder. © 23Mar64; KK179492.
- EPSCO, INC. ©
- Proudly announces the outstanding Universel-2000 series, remanufactured gasoline pump. Folder. © 15May64; KK180661.
- EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES. ©
- Are you forgetting to insure your most important asset? [Man standing in front of executive office doors] (In U. S. news & world report, Dec. 16, 1963, p.33) Appl. author: Foote, Cone & Belding. © 9Dec63; KK178047.
- The case of the disappearing farm. (In Farm journal, Dec. 1963, p.41) Appl. author: Foote, Cone & Belding. © 13Nov63; KK178043.
- Don't gamble with your farm. Cards. (In Farm journal, June 1964, p.3) Appl. author: Foote, Cone & Belding. © 13May64; KK180963.
- Double benefit college plan; student. (In Look, Apr. 7, 1964, p.34) Appl. author: Foote, Cone & Belding. © 24Mar64; KK179769.
- Ever think about what you're going to do when you retire? (In Saturday review, May 9, 1964, p.3) Illus. signed: Saxon. Appl. author: Foote, Cone & Belding. © 5May64; KK180444.
- The farm that went to pieces. (In Farm journal, Apr. 1964, p.59) Appl. author: Foote, Cone & Belding. © 13Mar64; KK179766.
- 4 reasons why businessman come to Equitable when they need a pension plan for their employees. (In The Journal of commerce, Dec. 12, 1963, p.5) Appl. author: Foote, Cone & Belding. © 12Dec63; KK178049.
- How to be good to yourself, if you're your own boss. (In The Journal of commerce, Mar. 19, 1964, p.3) Appl. author: Foote, Cone & Belding. © 19Mar64; KK179770.
- If I don't miss my guess, I'd say George has the makings of a top lawyer. Illus. signed: Saxon. (In Saturday review, Feb. 15, 1964, p.20) Appl. author: Foote, Cone & Belding. © 11Feb64; KK178822.
- Income when you can't work. [Little girl giving medicine to disabled man] (In Life, Feb. 7, 1964, p.1) Appl. author: Foote, Cone & Belding. © 3Feb64; KK178820.
- It's nice to have an income you can't outlive. [Woman painter in studio with others] (In Life, Dec. 6, 1963, p.104) Appl. author: Foote, Cone & Belding. © 2Dec63; KK178042.
- Lifetime security for your wife; Equitable assured life income policy is scientifically designed. (In Life, Feb. 28, 1964, p.2) Appl. author: Foote, Cone & Belding. © 24Feb64; KK178821.
- Look ahead; move anywhere. Lighthouse. (In Look, Feb. 11, 1964, p.12) Appl. author: Foote, Cone & Belding. © 28Jan64; KK178551.
- Look ahead; working mother; how to make sure your children get money for college. (In Life, Apr. 17, 1964, p.2) Appl. author: Foote, Cone & Belding. © 13Apr64; KK180443.
- Meet my son, a half-million-dollar Equitable man; The Mermans. (In The Weekly underwriter, Mar. 14, 1964, p.31) Appl. author: Foote, Cone & Belding. © Equitable Life Insurance Co. of the United States (in notice: Equitable Life Assurance Society of the United States); 14Mar64; KK179767.
- Money for life; man and boy. (In Life, Mar. 27, 1964, p.97) Appl. author: Foote, Cone & Belding. © 23Mar64; KK179768.
- Money for life. Man with easel. (In National geographic magazine, June 1964, p.908) Appl. author: Foote, Cone & Belding. © 11May64; KK180959.
- Move anywhere. Lighthouse. (In Newsweek, Jan. 27, 1964, p.6) Appl. author: Foote, Cone & Belding. © 21Jan64; KK178819.
- Now that I'm a senior, I have to start thinking about my future. [Girl & fellow] (In The Parthenon, Nov. 1, 1963, p.3) Appl. author: Foote, Cone & Belding. © 1Nov63; KK178032.
- One of a series of Equitable advertisements appearing in college newspapers. Basketball. Illus. signed: Saxon. (In Journal of college placement, Feb. 1964, p.21) Appl. author: Foote, Cone & Belding. © 3Feb64; KK179129.
- Population explosion. (In Life, May 1, 1964, p.77) Appl. author: Foote, Cone & Belding. © 27Apr64; KK180442.
- Professional partners: How well are you taking care of yourselves? (In The Journal of commerce, Mar. 31, 1964, p.5) Appl. author: Foote, Cone & Belding. © 31Mar64; KK179762.
- Read this before you say, my family will be well off. [Train commuter scene] (In Nation's business, Dec. 1963, p.27) Appl. author: Foote, Cone & Belding. © 1Dec63; KK178052.
- Say, what's so interesting about a ledger statement? (In The Journal of commerce, Dec. 3, 1963, p.5) Appl. author: Foote, Cone & Belding. © 3Dec63; KK178050.
- What this country needs is a good group insurance plan for employees of small firms; it's here today ... Circle E group plans. (In The Journal of commerce, Jan. 29, 1964, p.5) Appl. author: Foote, Cone & Belding. © 29Jan64; KK178557.
- What's the matter, no appetite? [Two males seated at table eating dinner] (In The Parthenon, Nov. 13, 1963, p.8) Appl. author: Foote, Cone & Belding. © 13Nov63; KK178051.
- When you visit the World's Fair, see ... the Equitable pavilion. (In The Weekly underwriter, Apr. 18, 1964, p.31) Appl. author: Foote, Cone & Belding. © 18Apr64; KK180445.
- Will he be a winner like Warren Spahn? Illus. signed: Robert Riger. (In Sports illustrated, Mar. 2, 1964, p.8) Appl. author: Foote, Cone & Belding. © 27Feb64; KK179765.
- Will he knock 'em down like Ned Day? Illus. signed: Robert Riger. (In Sports illustrated, Nov. 18, 1963, p.53) Appl. author: Foote, Cone & Belding. © 14Nov63; KK178048.
- Will he master the wind like Jimmy Demaret? Illus. signed: Robert Riger. (In Sports illustrated, Apr. 6, 1964, p.6) Appl. author: Foote, Cone & Belding. © 2Apr64; KK179764.

QUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.-Con.

Will he sink the ball like Wilt Chamberlain? Illus. signed: Robert Riger. (In Sports illustrated, Jan. 27, 1964, p.11) Appl. author: Foote, Cone & Belding. © 23Jan64; KK178553.

Will he vault to fame like Cornelius Warmerdam? Illus. signed: Robert Riger. (In Sports illustrated, Feb. 10, 1964, p.55) Appl. author: Foote, Cone & Belding. © 6Feb64; KK178823.

Will he win the big ones like Tony Trabert? (In Sports illustrated, May 4, 1964, p.115) Appl. author: Foote, Cone & Belding. © 30Apr64; KK180446.

Would your farm go downhill? (In Farm Journal, Feb. 1964, p.63) Appl. author: Foote, Cone & Belding. © 13Jan64; KK178552.

You look as if you lost your commutation ticket. (In The Saturday review, Mar. 28, 1964, p.11) Appl. author: Foote, Cone & Belding. © 24Mar64; KK179763.

ESTEE LAUDER, INC. ©

Keep this name on your lips, Estee Lauder's Re-nutriv lipstick; Spanish melon. (In Vogue, Feb. 1, 1964, p.46) © 1Feb64; KK181235.

Keep this name on your lips, Tropic Tangerine. Re-nutriv lipstick. (In Harper's bazaar, Feb. 1, 1964, p.32) © 1Feb64; KK181063.

ESTERBROOK PEN CO. ©

How many uses can you find for the Esterbrook Felt-Riter. (In Look, Feb. 25, 1964, p.98) Appl. author: H. G. Peters & Co., Inc. © 11Feb64; KK179120.

EUTECTIC WELDING ALLOYS CORP. ©

Cast iron master welding guide. Sheet. © 17Feb64; KK179283.

EX-CELL-O CORP. ©

Technical data, auto-lift magnetic storage drums. 1 v. © 11Nov63; KK178503.

EXECUTONE, INC. ©

Patient's radio/TV control system features multi-purpose pillow speaker. Folder. © 27Feb64; KK179174.

EX-LAX, INC. ©

Pills for relief of constipation; 30 unflavored pills. On wrapper. © 13Sep63; KK178431.

EXOTIC FOODS CO. ©

Island Fair banana chips; net wt. 7 oz. On folding carton. © 12Dec63; KK178181.

F

FTP RECORDS, INC. ©

Brand new songs and stories from The new adventures of Pinocchio; original TV sound track and cartoon voices. MLP 7002. © 15Apr61; KK175019.

FACT MAGAZINE, INC.

The ablest and most highly cultivated people continually discuss religion, politics and sex. George B. Shaw. (In San Francisco chronicle, Mar. 1, 1964, p.3) © Fact a.a.d.o. Fact Magazine, Inc.; 1Mar64; KK180497.

Butchers. (In The New York times, June 2, 1964, p.20) © Fact a.a.d.o. Fact Magazine, Inc.; 2Jun64; KK180807.

Censored. (In The New York times, Mar. 3, 1964, p.21) © Fact a.a.d.o. Fact Magazine, Inc.; 3Mar64; KK180496.

Fact; volume one, issue one ... this is the cover of the first issue of Fact. (In San Francisco chronicle, This world section, Apr. 19, 1964, p.39) © Fact a.a.d.o. Fact Magazine, Inc.; 19Apr64; KK180425.

Press, tv, radio. (Three monkeys) (In New York times book review section, Apr. 26, 1964, p.22) © Fact a.a.d.o. Fact Magazine, Inc.; 26Apr64; KK180462.

Swine. (In The New York times, Apr. 1, 1964, p.25) © Fact a.a.d.o. Fact Magazine, Inc.; 1Apr64; KK180540.

FACTOR (MAX) & CO. ©

Can a wickedly glamorous make-up also be good for your skin? (In Mademoiselle, Feb. 1964, p.2) © 29Jan64; KK180052.

Come along to a new window wonderland of sparkling ideas and glittering gifts; window shopping with Max Factor. (In Playboy Dec. 1963, p.10-11) © 12Nov63; KK177945.

Dark circles? Erase covers instantly. (In Chicago tribune magazine, Feb. 9, 1964, p.44) © 9Feb64; KK180202.

Discover Pastel Tint rouge, a new, natural glow for your face. (In Redbook, Mar. 1964, p.11) © 20Feb64; KK180057.

From California comes the sunlit look of Creme Puff. (In Life, Mar. 2, 1962, between p.80 & R5) © 28Feb62; KK178916.

If you're a gad-a-bout ... and you're mad about ... don't go out without ... Max Factor Creme Puff. (In Good housekeeping, Mar. 1964, p.2 of cover) © 19Feb64; KK180056.

Let's get pretty by Barbara Factor; play hearts and win, boost your conversation I.Q., pretty brows and thou. (In Ingenue, Feb. 1962, p.16) © 25Jan62; KK178081.

Look, Max Factor's Lash-Full textured mascara wand is making lashes lush. (In Beauty fashion, Feb. 1964, p.37) © 10Feb64; KK180203.

Look, your lashes can appear thicker, longer, utterly lush with Max Factor's fantastic new textured mascara wand. (In New Yorker, Feb. 8, 1964, p.117) © 6Feb64; KK180054.

The most luxurious cover-up of all isn't chinchilla, darling; it's Pan-Stik make-up. (In Glamour magazine, Feb. 1964, p.3) © 20Jan64; KK180053.

New! Lashfull textured mascara wand. (In Redbook magazine, Nov. 1963, p.23) © 17Oct63; KK178341.

Nothing about Hi-Fi says made-up, everything says you're beautiful. (In Life, Feb. 21, 1964, p.16) © 17Feb64; KK180055.

Once upon a red. (In Good housekeeping, Nov. 1963, p.14-15) © 19Sep63; KK177838.

The 6 obstacles to beauty & how to overcome them. (In Redbook magazine, Mar. 1962, p.35) © 20Feb62; KK178259.

Sweet, off-beat and just this side of bare; Max Factor's Sidewalk Cafes. (In Glamour magazine, Mar. 1964, p.23) © 20Feb64; KK180058.

FAIRBANKS CO. ©

Complete line of industrial truck caster wheels. Folder. (500 series) © 19Dec63; KK179725.

Dolly data sheet: Fairbanks furniture dollies; no.T-1116--T-1117. Sheet. © 1Apr64; KK180473.

In the line to stay, Fairbanks bronze solder end valves. Folder. © 30Mar64 (in notice: 1963); KK179727.

Lockweld induction forged safety scaffold caster. Sheet. © 13Nov63; KK179726.

Micro control valves. Folder. © 27Apr64 (in notice: 1963); KK180472.

FALLSTAFF BREWING CO. ©

Man size pleasure Falstaff. Poster. © 1Jan64; KK177978.

FANTA BEVERAGE CO.

Fantastically flavorful Fanta orange. (Man in glass) (In Life, May 25, 1962, p.90) © Fanta Beverage Co. (in notice: Fanta Beverage Co., a division of Coca-Cola Co.); 25May62; KK180730.

FAULTLESS STARCH CO. ©

Blued & perfumed starch; net weight 6 oz. On folding carton. © 24Oct63; KK178080.

FEDERAL CARTRIDGE CORP. AMERICAN CARTRIDGE CO. See AMERICAN CARTRIDGE CO.

FEDERAL PRODUCTS CORP. ©

Quick scan conversion. Card. © 1Apr62; KK180689.

FEDERAL PUBLICATIONS, INC. ©

Procurement; The Government contractor, a special publication for busy administrators. Folder. © 1May64; KK180285.

FEDTRO, INC. ©

Appliance center, 6 outlets in 1, instantly; model AC-6. Card. © 2Jun64; KK180853.

Automatic water pump; model DRN-P. Folder. © 4Jun64; KK180852.

Extend-o-let, instantly 5 extension outlets from 1; model EXT-5. Card. © 9Apr64; KK179853.

Giant revolving turret safety light; model TUR-12V. Card. © 14Feb64 (in notice: 1963); KK180625.

Giant twin-pack self sticking plastic electrical tape; model TA-RB30. Card. © 4May64; KK180624.

Infra-red electric heat massager; model TM. Card. © 13Apr64; KK179854.

New, Super Electro TV antenna; model TV-110. Card. © 11Jun64; KK181093.

New telephone convenience, transistorized telephone amplifier; model TEL-1. Card. © 6May64; KK180623.

New, wonder, electric push-button cigarette lighter; model LL-110. Card. © 9Apr64; KK179855.

Super value, 60 foot giant roll self sticking plastic electrical tape; model TA-60B. Card. © 4May64; KK180622.

Switch-O-Let, 3 extension outlets with built-in switching; model SWT-3. Card. © 11May64; KK180854.

FIATARONE, JAMES A. ©

The All-America milk chocolate bar with almonds; net wt. 1/4 lb. On wrapper. © 4Apr64; KK181166.

FIELD (HENRY) SEED & NURSERY CO. ©

Be one of the first to enjoy the merry new Dwarf Fragrance garden carnations. (In Flower grower, Mar. 1964, p.47) Appl. author: Lee E. Gingery. © 3Feb64; KK178567.

- Be one of the first to raise Thumbelina, first truly dwarf zinnia. (In Popular gardening & living outdoors, Feb. 1964, p.59) Appl. author: Lee E. Gingery. © 13Jan64; KK178085.
- Now you can easily grow these huge, magnificent hybrid clematis. (In Flower and garden, Apr. 1964, p.55) Appl. author: Lee E. Gingery. © 11Mar64; KK179262.
- FILMWAYS TV PRODUCTIONS, INC. ©**
Set back, The Beverly Hillbillies card game; no.4332. By Milton Bradley Co. On wrapper. © 4Apr63; KK177951.
- FINCH (JOSEPH S.) DISTILLING CO. ©**
A skillful wedding of 5 great whiskies; Golden Wedding. (In Philadelphia daily news, Feb. 21, 1964, p.71) © 21Feb64; KK179295.
- FINGERHUT MANUFACTURING CO. ©**
Exclusively yours from Fingerhut ... mock crocodile seat covers. Folder. NM: additions. © 5Jun64; KK180878.
- Not floor mats, floor carpets; Fingerhut car carpets, richly textured. Sheet. © 5Jun64; KK180877.
- Pretty way to beat the heat this summer, complete 5 piece summer ensemble from Fingerhut. Folder. © 18Apr64; KK180408.
- FIRESTONE TIRE & RUBBER CO. ©**
Firestone wins again, 39th straight victory in 500 classic. (In Look, July 3, 1962, p.2-3) © 3Jul62; KK180471.
- New Firestone field & road tire; guaranteed to outpull any replacement tractor tire you've ever bought or your money back. (In Successful farming, May 1, 1962, p.58-59) © 1May62; KK180470.
- One stop for all fleet replacement needs. (In Commercial car journal, July 1, 1962, p.24) © 1Jul62; KK181323.
- When other truck tires are too worn for the road, Firestone Transport-100's are still moving your load. (In Commercial car journal, May 1, 1962, p.10-11) © 1May62; KK179685.
- You'll be marking many truck tires for recaps while your Firestone Transport-100's are still marking up records. (In Nation's business, May 1962, p.6) © 1May62; KK179274.
- FIRESTONE TIRE & RUBBER CO. WORLD BESTOS CO. See WORLD BESTOS CO.**
- FISHER-PRICE TOYS, INC.**
Choo-Choo; no.719. On folding carton. © 8May63; KK177773.
- Creative coaster; riding toy, construction toy, pull-push toy; no.987. On folding carton. NM: additions. © 2Mar64; KK180754.
- Mother Goose, an original for boys and girls ages 1 to 5; no.164. On folding carton. NM: additions. © 15Apr64; KK180749.
- Music box lacing shoe; no.991. On folding carton. NM: additions. © 28May64; KK180752.
- The original Fisher-Price cash register; no.972. On folding carton. NM: additions. © 2Apr64; KK180751.
- Snoopy Sniffer; no.181. On folding carton. NM: revisions & additions. © 1Jun64; KK180982.
- Teddy Zilo, an original for boys and girls 1 to 4; no.734. On folding carton. NM: additions. © 21Apr64; KK180750.
- Wobbles, a Fisher-Price original no.130. On folding carton. NM: additions. © 17Mar64; KK180753.
- FISHER RADIO CORP. ©**
The Fisher world renowned. [Component catalog in French] 1 v. © 25Nov63; KK180174.
- The Fisher world renowned. [Component catalog in German] 1 v. © 25Nov63; KK180574.
- FISHLOVE (H.) & CO. ©**
Be a real chain smoker, it's funny, it works; no.542-C. Card. Appl. author: Irving Fishlove. © 28Feb64; KK179597.
- The Beat-nik, shuffles, chatters, dances; no.546. On folding carton. Appl. author: Irving Fishlove. © 28Feb64; KK179592.
- Elbow cushion for drinkers of distinction; no.541. On wrapper. Appl. author: Irving Fishlove. © 28Feb64; KK179594.
- Footrule, the original foot ruler; no.543. Card. Appl. author: Irving Fishlove. © 28Feb64; KK179591.
- Horrible giant monster fly; no.698. Folder. Appl. author: Irving Fishlove. © 28Feb64; KK179596.
- Just a Schmo from head to toe; no.404. On folding carton. Appl. author: Irving Fishlove. © 28Feb64; KK179593.
- Super luck, giant rabbit's foot; no.544. Folder. Appl. author: Irving Fishlove. © 28Feb64; KK179595.
- FIT-RITE PANTS CO., INC. ©**
Manslack. Card. © 10Dec63; KK179330.
- Pre-cuffed non-itch slacks. Card. © 7Jan64; KK178005.
- Superslack. Card. © 18Mar64; KK179321.
- FITZGERALD, ELIZ. ©**
No sag, elegance ... Ward's T-bar railings & columns. Folder. Appl. author: Locke Manufacturing Co. © 22May64; KK180767.
- FLAVMOR FOOD PRODUCTS CORP. ©**
P.S. brand all purpose seasoning; net wt. 4 ozs. On wrapper. © 27Apr64; KK180806.
- FLEET TOOL CORP. ©**
Tool catalog. 39 p. © 1Apr64; KK180152.
- FLETCHER CO. ©**
Building record. Sheet. Appl. author: Don B. Fletcher. © 25Nov63; KK179887.
- FLINTKOTE CO. HARRY T. CAMPBELL & SONS' CORP. See CAMPBELL (HARRY T.) & SONS' CORP.**
- FLOR DECOR. ©**
Breath of spring; no.102. 1 v. © Flor Decor a.a.d.o. C. W. Stuart & Co.; 20May63; KK180008. (See also Flor Decor; 20May63; KK176231)
- Debutante; no.108. 1 v. © Flor Decor a.a.d.o. C. W. Stuart & Co.; 20May63; KK180012. (See also Flor Decor; 20May63; KK176235)
- Enchantment; no.105. 1 v. © Flor Decor a.a.d.o. C. W. Stuart & Co.; 20May63; KK180007. (See also Flor Decor; 20May63; KK176230)
- Fiesta; no.104. 1 v. © Flor Decor a.a.d.o. C. W. Stuart & Co.; 20May63; KK180006. (See also Flor Decor; 20May63; KK176229)
- Golden masterpiece; no.103. 1 v. © Flor Decor a.a.d.o. C. W. Stuart & Co.; 20May63; KK180005. (See also Flor Decor; 20May63; KK176371)
- Gracious lady; no.101. 1 v. © Flor Decor a.a.d.o. C. W. Stuart Co.; 20May63; KK180009. (See also Flor Decor; 20May63; KK176232)
- Heritage; how to build your two different arrangements, the flowers and foliage; no.109. 1 v. © Flor Decor a.a.d.o. C. W. Stuart & Co.; 21Nov63; KK179400.
- Serenade; no.106. 1 v. © Flor Decor a.a.d.o. C. W. Stuart & Co.; 20May63; KK180010. (See also Flor Decor; 20May63; KK176233)
- Symphony; no.107. 1 v. © Flor Decor a.a.d.o. C. W. Stuart & Co.; 20May63; KK180011. (See also Flor Decor; 20May63; KK176234)
- FLORIDA CITRUS COMMISSION. ©**
Big day O. J. (In Saturday evening post, Jan. 18, 1964, p.47) © 14Jan64; KK179742.
- Broil it, chill it; Florida grapefruit is great fruit. (In McCall's, Jan. 1964, p.R-13) © 20Dec63; KK180370.
- Change to chilled O. J. (In This week magazine (Buffalo evening news) Apr. 11, 1964, p.8) © 11Apr64; KK180598.
- Cheese, sausage & O. J. (In The Reader's digest, June 1964, p.259) © 20May64; KK180851.
- Fun for young and old, grapefruit fun kit ... how to sell more grapefruit. (In Chain store age, Jan. 1964, p.97) © 25Dec63; KK179748.
- Greatfruit spoons and 101 ways to use them. (In Ladies' home journal, Mar. 1964, p.124) © 23Feb64; KK179743.
- Have you ever eaten a Temple? (In Saturday evening post, Jan. 4, 1964, p.55) © 31Dec63; KK179741.
- How long since you've eaten an orange? (In Saturday evening post, Feb. 8, 1964, p.50) © 4Feb64; KK179744.
- How to buy a grapefruit. (In McCall's, Feb. 1964, R2, between p.168-169) © 20Jan64; KK180651.
- Now say O. J. (In Life, Dec. 13, 1963, p.54) © 9Dec63; KK179745.
- O. J. the natural way. (In Reader's digest, May 1964, p.44) © 20Apr64; KK180599.
- O. J. the natural way. (In Saturday evening post, Nov. 16, 1963, p.83) © 12Nov63; KK179739.
- The real thing, O. J. from Florida; just an advertising gimmick? (In Nargus bulletin, Mar. 1964, p.81) © 5Mar64; KK179640.
- Remember the fun of eating an orange? (In Saturday evening post, Mar. 14, 1964, p.61) © 10Mar64; KK179639.
- Remember when you first discovered oranges? (In The Saturday evening post, Apr. 11, 1964, p.61) © 7Apr64; KK180060.
- Right away O. J. (In Saturday evening post, Nov. 30, 1963, p.56) © 26Nov63; KK179749.
- Second quickest way to quench your thirst. (In Life, Feb. 7, 1964, p.50) © 3Feb64; KK179746.
- Second quickest way to quench your thirst ... the real thing from Florida. (In Life, Mar. 13, 1964, p.41) © 9Mar64; KK179637.
- They're back. (In Ladies' home journal, Dec. 1963, p.100-101) © 23Nov63; KK180003.
- Touche O. J. ... honest-to-goodness fresh frozen Florida orange juice. (In Life, Mar. 20, 1964, p.78) © 16Mar64; KK179638.
- Wake all the way up. (In McCall's, May 1963, p.38) © 20Apr63; KK180580.
- Why say O. J.? (In Quick frozen food, Nov. 1963, p.38) © 10Nov63; KK179747.

FLORIDA CITRUS COMMISSION.-Con.

Yea O. J. (In Saturday evening post, Feb. 15, 1964, p.51) © 11Feb64; KK179740.

FLUKE (JOHN) MANUFACTURING CO., INC. © 64A digest catalog. 12 p. NM: additions. © 15Mar64; KK181180.

FLUTED PAPER PRODUCTS CO., INC. © Baker's Choice; 36 butter trays. On folding carton. © 8Apr64; KK179643.

FLYING BUTLER, INC. © Flying Butler; good morning, break-fast is served. Sheet. © 23Jan64; KK181234.

Flying Butler Restaurant; read the enchanting legend ... on the back of the menu. Folder. © 23Jan64; KK180825.

FOODS PLUS, INC. © Fashion Plus, Lycra, spandex fiber, support hose; Fashion Plus, one pair, seamless. On wrapper. © 26Dec63; KK177789.

An important announcement. Folder. © 7Apr64; KK179617.

FORD MOTOR CO. © Air conditioner accessory kit; installation procedure; I.S. 1305. 2 sheets. © 6Feb64; KK181053.

Auxiliary spring; installation kit; Ford; I.S. 1190. Sheet. © 26Aug63; KK181055.

Back-up lamp; accessory installation; Fairlane. I. S. 754-A. Sheet. © 26Jul62; KK179222.

Back-up lamp, models all except 71; accessory installation; Ford. I. S. 755. Sheet. © 26Jul62; KK179223.

Back-up lamps, models, all; accessory installation; Falcon; I.S. 1234. 2 sheets. © 20Feb64 (in notice: 1963); KK181019.

Back-up lamps, models, all; accessory installation; Ford; I.S. 1263. Sheet. © 22Jan64 (in notice: 1963); KK181020.

Battery support installation; Ford; I.S. 1191. Sheet. © 26Aug63; KK181056.

Before releasing this pump to your mechanic. (Dagenham diesel fuel pump return; instructions) I.S. 1371. Sheet. © 16Apr64; KK181045.

Belt and buckle assy., rear seat; installation kit; Mustang; I.S. 1300. Sheet. © 11Feb64; KK181039.

Belt and buckle assy., rear seat; Mustang; I.S. 1299-A. Sheet. © 11Feb64; KK181040.

Carrier roof luggage; installation kit; Ford; I.S. 1278. Sheet. © 29Jan64 (in notice: 1963); KK181024.

Clock & tachometer; accessory installation; Ford; I.S. 1295. Sheet. © 27Jan64 (in notice: 1963); KK181015.

Clock, models all; accessory installation; Ford. (Accessory clock) I. S. 751. Sheet. © 25Apr62; KK179221.

Crankcase ventilation, Falcon, Comet, Fairlane & Meteor, 260 & 289 eng.; installation kit; Ford; I.S. 1313. Sheet. © 24Jan64; KK181051.

Economy air conditioner models, all 8 cylinder; Falcon; I.S. 1257. 6 sheets. © 13Jan64 (in notice: 1963); KK181021.

Eight-cylinder copper spark plug wire & ignition cable; installation procedure kit; I.S. 1229. Sheet. © 14Jan64 (in notice: 1963); KK181002.

Exhaust system; installation kit; I.S. 1288-A. Sheet. © 30Mar64; KK181037.

Falcon-Comet power steering pump kit, 8-cylinder without air conditioning; installation procedure; I.S. 1262. Sheet. © 20Jan64 (in notice: 1963); KK181017.

Ford-Mercury power steering linkage kit; installation procedure; I.S. 901-B. Sheet. © 31Oct63; KK181043.

Front bumper guard; installation kit; I. S. 746. Sheet. © 1Jun62; KK179220.

Front turn signals; truck, conventional; I.S. 1052. Sheet. © 10Dec63; KK181026.

Heater & defroster, Blendaire models, all; accessory installation; Falcon-Comet; I.S. 1133. 2 sheets. © 8Jan64 (in notice: 1963); KK181009.

High performance engine; installation kit; Ford; I.S. 1298. Sheet. © 30Jan64 (in notice: 1963); KK181016.

Ignition part assortment; installation kit; Ford; I.S. 1233. Sheet. © 20Dec63; KK181028.

Kit, powersteering, Mustang 6 cyl.; installation; Ford; I.S. 1292. Sheet. © 10Jan64 (in notice: 1963); KK181011.

Kit, power steering, Mustang 8 cyl.; installation; Ford; I.S. 1290. Sheet. © 10Jan64 (in notice: 1963); KK181010.

Mirror assy-rear view outside; installation; Ford; I.S. 1199. Sheet. © 28Aug63; KK181035.

Moulding body side; installation kit; 1964 Ford; I.S. 1218. Sheet. © 13Nov63; KK181030.

Mustang power steering pump kit, 8-cylinder without air conditioning; installation procedure; I.S. 1301. Sheet. © 24Feb64; KK181038.

Power brake; installation kit; Galaxie & Monterey; I.S. 1212. Sheet. © 17Sep63; KK181031.

Power brakes; installation kit; I.S. 1274-A. Sheet. © 10Mar64; KK181036.

Power steering linkage kit; installation procedure; I.S. 1201. Sheet. © 20Oct63; KK181033.

Power steering linkage kit, Falcon and Comet with 8-cylinder engine; installation procedure; I.S. 1200. Sheet. © 20Oct63; KK181034.

Power steering linkage kit, Mustang with 6-cylinder engines; installation procedure; I.S. 1291. Sheet. © 9Jan64 (in notice: 1963); KK181012.

Power steering linkage kit, Mustang with 8-cylinder engines; installation procedure; I.S. 1289. Sheet. © 9Jan64 (in notice: 1963); KK181013.

Power steering pump; Falcon-Comet 6 cyl.; I.S. 978-A. Sheet. © 30Oct63; KK181027.

Power steering pump; Galaxie 6 cylinder; installation kit; I.S. 757-C. Sheet. © 6Jan64 (in notice: 1964); KK181014.

Power steering pump; Mustang-8 cyl.; installation kit; I.S. 1354. Sheet. © 20Feb64; KK181046.

Power steering pump accessory kit; installation procedure; I.S. 1273. Sheet. © 12Feb64 (in notice: 1963); KK181006.

Power steering pump accessory kit, Ford and Mercury; installation procedure; I.S. 1150-A. Sheet. © 6Jan64 (in notice: 1963); KK181023.

Power steering pump adapting accessory kit; Mustang 8-cylinder engine with air conditioning; installation procedure; I.S. 1302. Sheet. © 24Feb64; KK181054.

Power steering pump, Falcon-Comet 8 cyl.; installation kit; I.S. 1261. Sheet. © 20Jan64 (in notice: 1963); KK181018.

Power steering pump, Galaxie-352 - 390 eng. Monterey-390 eng.; installation kit; I.S. 890-B. Sheet. © 9Oct63; KK181044.

Power steering with air conditioning; installation kit; Mustang-8 cyl.; I.S. 1353. Sheet. © 20Feb64; KK181047.

Power steering with economy air cond.; Galaxie-352-390 eng. Monterey-390 eng.; installation kit; I.S. 1272. Sheet. © 12Feb64 (in notice: 1963); KK181022.

Radio antenna models, all; accessory installation; Fairlane; I.S. 1343. 2 sheets. © 20Apr64; KK181048.

Radio antenna models, all; accessory installation; Ford; I.S. 1338. 2 sheets. © 20Apr64; KK181049.

Radio rear seat speaker; installation kit; Mustang; I.S. 1336. Sheet. © 2Apr64; KK181050.

Remote control luggage compartment door lock release; installation kit; Ford; I.S. 1223. 4 sheets. © 14Jan64 (in notice: 1963); KK181004.

Roof panel; I.S. 1144. Sheet. © 4Feb64 (in notice: 1963); KK181007.

Rotunda gasoline filter; installation instructions; I.S. 972-A. Sheet. © 28Jan64; KK181042.

Six-cylinder copper spark plug wire & ignition cable; installation procedure kit; I.S. 1228. Sheet. © 14Jan64 (in notice: 1963); KK181003.

Ski carrier assembly, universal application; installation kit; I.S. 1293-A. Sheet. © 16Jan64; KK181041.

Switch & bracket assembly, parking brake signal; installation kit; Mustang; I.S. 1311. Sheet. © 10Feb64; KK181052.

Swivel front passenger seat; Ford; I.S. 1211. Sheet. © 13Sep63; KK181032.

Tachometer, transistorized ignition system; installation kit; Ford; I.S. 1129. 2 sheets. © 8Jul63; KK181025.

Tachometer transistorized ignition system; kit; Ford; I.S. 1214. 2 sheets. © 17Jan64 (in notice: 1963); KK181005.

This is an adjustment unit. (Mirror adjustment) I.S. 1225. Sheet. © 7Oct63; KK181029.

Windshield washer, for single speed windshield wiper motor; accessory installation; Ford; I.S. 1275. Sheet. © 15Jan64 (in notice: 1963); KK181008.

Windshield washer, single speed; accessory installation; Ford. I. S. 756. Sheet. © 1Aug62; KK179224.

FOREMOST DAIRIES, INC. ©

Egg nog ice cream; half gallon. [Christmas holiday scene] On folding carton. © 12Nov63; KK177842.

Horace and Doris. Homogenized milk, vitamin D. Cartoon no. 69-70. © 1Aug63; KK178101, 178107.

74. © 8Aug63; KK178106.

76. © 8Aug63; KK178105.

79-80. © 15Aug63; KK178104-178103.

82. © 22Aug63; KK178102.

83. © 22Aug63; KK178607.

85-88. © 29Aug63; KK178630-178633.

94. © 12Sep63; KK178634.

107. © 30Oct63; KK178636.

109-112. © 10Oct63; KK178635,

178624, 178620-178621.

117. © 24Oct63; KK178622.

G

FOREMOST DAIRIES, INC.-Con.

126. © 7Nov63; KK178626.
 129-132. © 14Nov63; KK178627-178629, 178615.
 133-134. © 21Nov63; KK178616-178617.
 137-140. © 28Nov63; KK178618-178619, 178625, 178623.
 141-144. © 5Dec63; KK178606, 178608-178610.
 145. © 12Dec63; KK178611.
 147-148. © 12Dec63; KK178612-178613.
 149-150. © 19Dec63; KK178614, 178593.
 153-158. © 26Dec63; KK178594-178599.
 159-160. © 3Jan64; KK178600-178601.
 161-164. © 10Jan64; KK178602-178605.

FOREST CITY PRODUCTS, INC.

- Tingle-foot insoles; one pair. On wrapper. © Forest City a.a.d.o. Forest City Products, Inc.; 16Nov63; KK180372.

FORESTRY SUPPLIERS, INC. ©

- Domina Pak-A-Blower. Folder. Appl. author: James W. Craig. © 30Nov63; KK177890.

FORSLUND (CARL) INC. ©

- Furniture from Forslund, 1964-1965. 123 p. © 17Mar64; KK180556.

FORT HOWARD PAPER CO. ©

- To help you sell, to reach your service station prospects with new impact advertisements such as this now appear in leading trade magazines. (In Jobber topics, Feb. 1962, p.261) © 1Feb62; KK178976.

FORTUNE RESEARCH. ©

- Now you can make your fortune without ever working. Folder. © 20Dec63; KK178514.

FOSS, GERARD W. See RESTAURANT DISPLAYS.

FOSS, JOHN W. See RESTAURANT DISPLAYS.

FOSTER, L.

- Feathersheer. See ROYAL STATIONERY CO.

FRENKEL C-D CORP. ©

- Frenkel C-D units; continuous, enforced order ... of any combination and quantity of pastes. Folder. NM: revisions. © 3Dec63; KK179517.

FRIBERG, A.

- Annual report for the year ended December 31, 1963. See NORTHWEST PAPER CO.
 Mountie carries calf in saddle crossing stream with trail herd. See NORTHWEST PAPER CO.

FROSTY MORN MEATS, INC. ©

- The greatest thing that's happened to sausage ... Frosty Morn's new Honey-Gold sausage. (In Mobile register, Oct. 24, 1963, p.14-D) Appl. author: W. S. Graham. © 24Oct63; KK177935.

FUNKS' GREYHOUND RACING CIRCUIT. ©

- To introduce the thrill of dog racing to everyone. (Racing greyhounds) Illus. signed: Scott Johnston. (In The Pensacola news, May 7, 1964, p.3B) Appl. author: David K. Funk. © 7May64; KK180821.

GANDY CO. ©

- Disk-mounted applicator for granular chemicals 8, 10, 12 and 14 foot sizes. Folder. Appl. author: Ebenhard S. Gandrud. © 1Feb64; KK178974.

Land measuring wheels. Folder.

- Appl. author: Ebenhard S. Gandrud. © 28Oct63; KK176915.

Ro-Wheels and 901 granular chemical applicators. Folder. Appl. author: Ebenhard S. Gandrud.

- © 1Feb64 (in notice: 1963); KK178973.

Ro-Wheels and 901 granular chemical applicators. Folder. (Form 963-C2PN) Appl. author: Ebenhard S. Gandrud. © 10Jan64; KK178088.

JATES (N. T.) CO. ©

- Equisite stockings, 100% nylon; seamless; 3 pairs in package. On bag. © 14Feb64; KK178835.

GEM-DANDY, INC. ©

- Primstyle pin and snap shoulder strap guards; 2 pairs; P390. Card. © 15Dec63; KK179935.

GEM RECORDS.

- Opus 1; RS-100-1. Folder. © 14Dec63; KK178127.

GENERAL ELECTRIC CO. ©

- Enter General Electric's travel in fashion contests. (In Life, Apr. 24, 1964, p.56-57) © 21Apr64; KK180566.

GENERAL FIREPROOFING CO. ©

- GF accent line chairs. Folder. © 5Oct63; KK177961.

GF Generalaire desks. Folder.

- © 1Jun64; KK181271.

GF 1000 series desks. Folder.

- © 1Jun64; KK181270.

GF over-file storage cabinets.

- 1 v. © 17Jan64; KK178768.

GF super-filer mechanized filing equipment; super-filer pays off 3 ways. Folder. © 1Jun64; KK181272.

- The new GF shelving clip. Folder. © 11Nov63; KK177962.

GENERAL FOODS CORP. ©

- Bright new packages with a smile in every one. (In Look, July 3, 1962; p.42-43) Appl. author: Foote, Cone & Belding. © 19Jun62; KK179692.

Calling all cupids, it's a Kool-Aid Valentine party. [Children dressed as angels, & pitcher] (In Look, Feb. 11, 1964, p.2 of cover) Appl. author: Foote, Cone & Belding. © 28Jan64; KK178555.

Clip the coupon and discover how new Prime takes the place of canned dog food. (In Cleveland plain dealer Sunday magazine, Oct. 20, 1963, p.11) Appl. author: Ogilvy, Benson & Mather, Inc. © General Foods Corp. (Post Division); 20Oct63; KK179844.

Fun ahoy, it's a Kool-Aid pirate party. (In Look, Mar. 10, 1964, p.3 of cover) Appl. author: Foote, Cone & Belding. © 25Feb64; KK179011.

Hold on to your hats, it's a Kool-Aid Easter party. (In Look, Mar. 24, 1964, p.39) Appl. author: Foote, Cone & Belding. © 10Mar64; KK179430.

The Kool-Aid Kids present Jack and the beanstalk. (In Sunday news, May 17, 1964, p.5) Appl. author: Foote, Cone & Belding. © 17May64; KK180448.

The Kool-Aid kids present St. George and the dragon. (In Sunday news, New York, May 31, 1964, p.5) Appl. author: Foote, Cone & Belding. © 31May64; KK180958.

New, just add water, Twist makes the lemonade. (In Life, May 29, 1964, p.35) Appl. author: Foote, Cone & Belding. © 25May64; KK180964.

New, pre-sweetened Kool-Aid. (In Woman's day, June 1964, p.13) Appl. author: Foote, Cone & Belding. © 19May64; KK180447.

Step right up, it's a Kool-Aid circus party. (In Look, Jan. 28, 1964, p.37) Appl. author: Foote, Cone & Belding. © 21Jan64; KK178208.

Whoopie, it's a Kool-Aid Wild West party. [Children dressed as cowhands & Indians, & pitcher] (In Look, Feb. 25, 1964, p.47) Appl. author: Foote, Cone & Belding. © 11Feb64; KK178556.

GENERAL NUCLEONICS, INC. ©

- Security for the library; Shopgard ... detects and locates the unauthorized removal of library property. Folder. Appl. author: E. M. Trikilis. © 27Mar64; KK179972.

Your key to total security; Shopgard ... detects and locates pilfered property on employees without personal contact. Folder. Appl. author: E. M. Trikilis. © 27Mar64; KK179971.

GENERAL TIRE & RUBBER CO. ©

- Tirepower, a General Tire exclusive. (In The Blade, Toledo, Dec. 29, 1963) Appl. author: James C. Raymond. © 29Dec63; KK178074.

GEOLOGRAPH CO. ©

- Geo-Bulletin. Sheet. © 1May64; KK180678.

GERMAIN'S, INC. ©

- Exciting new discovery, Tiny Tim tomato; miniature tomato plant. On folding carton. © 2Jan64; KK177822.

You'll be tickled pink with Germain's new hybrid tea rose. Card. Appl. author: Sweeney, Krist & Dimm. © 22Oct63; KK178349.

GILLETTE CO. ©

- And still the champ. (In Super market merchandising, Mar. 1964, p.16-17) © 1Mar64; KK180023.

Bargain special; now, stainless steel blades with Slim adjustable razor and Sun Up after shave. Sheet. © 11May64; KK180681.

Bargain special, Gillette stainless steel blades with Slim adjustable razor and Sun Up after shave. Sheet. © 11May64; KK180687.

Beards and skin are as individual as fingerprints, so no one can say how many shaves you will get with any blade. (In Daily news, Jan. 27, 1964, p.42) © 27Jan64; KK178872.

Beards and skin are as individual as fingerprints, so no one can say how many shaves you will get with any blade. (In The New York times, Feb. 3, 1964, p.31) © 3Feb64; KK178870.

From France comes oil of lavender ... Sun Up after shave. (In Life, Apr. 3, 1964, p.10) © 30Mar64; KK179758.

From Java comes oil of cananga ... Sun up after shave. (In Life, Mar. 20, 1964, p.12) © 16Mar64; KK179759.

From Morocco comes oil of rose; Sun up after shave. (In Life, Apr. 17, 1964, p.10) © 13Apr64; KK180082.

GILLETTE CO.-Con.

Gee, dad, it's a ringer; stainless steel blades. (In Chain store age, June 1964, p.30) © 25May64; KK180861.

Gillette guarantees more superbly comfortable shaves per blade with the Gillette stainless steel blade than you get with any other blade. Card. © 12Feb64; KK178805.

Gillette guarantees more superbly comfortable shaves per blade with the Gillette stainless steel blade than you get with any other blade. Sheet. © 10Feb64; KK178802.

Here's luxury shaving at a real saving; 6 Gillette stainless steel blades plus a giant can of Foamy instant lather. (In The New York times, Mar. 2, 1964, p.18) © 2Mar64; KK179048.

Hey, that's my Foamy, stays moist the whole shave through. Card. © 1May64; KK180302.

His or hers? Theirs; Right Guard deodorant. (In Chain store age, June 1964, p.112-113) © 25May64; KK180862.

If your eyes could magnify 2,000 times, you could actually see why only Gillette can guarantee the closest, easiest first shave and more comfortable shaves per blade than any other blade. (In The Milwaukee Journal, Jan. 31, 1964, p.3) © 31Jan64; KK178871.

Look how Gillette continues to make customers for you. (In NATD co-ordinator, Apr. 1964, p.182-183) © 18Feb64; KK179173.

Man, those new Gillette stainless steel blades are the greatest. (In The Sporting news, June 13, 1964, p.19) © 13Jun64; KK181118.

More superb shaves per blade. Card. © 1May64; KK180794.

More superb shaves per blade or your money back. Card. © 26Feb64; KK179780.

More superb shaves per blade or your money back. Card. © 1Apr64; KK179852.

New, from Gillette, intriguing Sun Up after shave. Card. © 4May64; KK180680.

Not with daddy's Foamy; shaving cream. Card. © 1Jun64; KK180871.

37¢ off ... big Gillette bargain special. (In Daily news, Feb. 10, 1964, p.46) © 10Feb64; KK178873.

When you're thinking of extra Father's Day profits, think Gillette; Sun Up aftershave. (In Chain store age, May 1964, p.124) © 1May64; KK180301.

World's sharpest, easiest shaving edges; Super Blue Blades. (In The Sporting news, Feb. 1, 1964, p.18-19) © 1Feb64; KK179043.

GLASTEEL, INC. ©
Coronet, a new dimension in design elegance; Coronet translucent XTF fiberglass panels. Folder. © 10Jan64; KK179978.

Fiberglass panels; dealer price list, January 10th, 1964. Folder. © 26Feb64; KK179980.

Win a vacation to fabulous Hawaii; fiberglass panel. Folder. © 10Jan64; KK179979.

GLATT, HERBERT. See MAGLA PRODUCTS.

GLENS FALLS INSURANCE CO. ©
Move forward with the Glens Falls group; read how exclusive Builder's Risk Policy provides new profit opportunities. (In The Local agent, Mar. 1964, p.11) Appl. author: Woodward, Voss & Hevenor, Inc. © 1Mar64; KK179720.

New, bold business insurance concept hits the nail on the head. (In United States investor, Dec. 9, 1963, p.29) Appl. author: Woodward, Voss & Hevenor, Inc. © 9Dec63; KK177892.

The vital link in sensible business insurance coverage. (In United States investor, May 11, 1964, p.62) Appl. author: Woodward, Voss & Hevenor, Inc. © 11May64; KK180528.

GLIDDEN CO. ©
Background for beauty, homogenized spread satin harmonizes with House & Garden colors for '64. (In House & garden, Mar. 1964, p.102) Appl. author: Meldrum & Fewsmith, Inc. © 1Mar64; KK179055.

New Glidden Acrylic latex spread house paint. (In The Progressive farmer, Apr. 1964, p.126) Appl. author: Meldrum & Fewsmith, Inc. © 1Apr64; KK179351.

New Glidden homogenized Spread Satin, the big difference in wall paint that makes it so easy to use. (In The American home, Apr. 1964, p.26) Appl. author: Meldrum & Fewsmith, Inc. © 1Apr64; KK179320.

GLOBECOMBERS.
Man-on-the-spot in Osaka. See BANK OF AMERICA, NATIONAL TRUST & SAVINGS ASSN., SAN FRANCISCO.

GOLDEN RULE PRODUCTS.
Firm-Fut; Firm-Fut ... attaches itself to the wax to provide an invisible non-skid film upon which to walk; contents 2 ounces net weight. On wrapper. © Joseph Hashek & Leora Hashek d.b.a. Golden Rule Products; 31Jan64; KK179116.

GOLNICK (LEON SHAFFER) ADVERTISING, INC. ©
Load-up, get the car accessories you've always wanted, 10¢ sale, 10th anniversary. (In The Times-Union, Rochester, N. Y., Mar. 4, 1964, p.12C) © 4Mar64; KK179459.

Only Behrend Bros. Ford lets you rate your trade-in and write yourself a bonus. (In The Evening sun, Baltimore, Md., Apr. 7, 1964, p.B9) © 7Apr64; KK179845.

GONEK, SAMUEL L. See SKIPPY CANDLE & INCENSE CO.

GOODHUE, JOSEPH A. See GOODHUE'S.

GOODHUE'S.
Goodhue's bread, a full 3 pounds; net weight 3 lbs. On wrapper. © Joseph A. Goodhue d.b.a. Goodhue's; 15Jan64; KK179712.

GOODMAN (H.) & SONS, INC. ©
Make your May hair goods promotion the best ever with these outstanding Goody feature items; an instantaneous success, Ball Tip brush rollers. (In Chain store age, general merchandise variety store executives ed., Apr. 1962, p.36) © 10Apr62; KK178505.

GORDON (JACKIE) MEN'S STORE, INC. ©
If you have money to burn, we can't offer you much, except the finest nationally advertised suits. (In The Evening bulletin, Mar. 2, 1964, p.4) © 2Mar64; KK179401.

Men of fashion are in. (In The Evening bulletin, Mar. 30, 1964, p.4) © 30Mar64; KK179401.

Mona Lisa needs no label; its a masterpiece. (In The Evening bulletin, Jun. 1, 1964, p.5) Appl. author: Harold S. Gilbert. © 1Jun64; KK181229.

96 percent of our customers are repeat buyers ... 4 percent must have moved out of town. (In The Evening bulletin, Philadelphia, Jan. 6, 1964, p.5) © 6Jan64; KK177924.

Open letter to Mr. "8 1/2" Rittenhouse Square. (In The Evening bulletin, May 25, 1964, p.5) Appl. author: Harold S. Gilbert. © 25May64; KK181228.

Our customers are very levelheaded. (In The Evening bulletin, Mar. 23, 1964, p.5) © 23Mar64; KK179403.

Save \$\$\$\$\$\$ with Lucky Size suits. (In The Evening bulletin, Feb. 12, 1964, p.4) © 12Feb64; KK178743.

Save \$\$\$\$\$\$ with our lucky size famous name coats. (In The Evening bulletin, Mar. 25, 1964, p.5) © 25Mar64; KK179402.

She: Why can't I buy my clothes at a discount of \$19 to \$34? (In The Evening bulletin, Mar. 9, 1964, p.5) © 9Mar64; KK179099.

We don't have charge accounts, we don't have delivery service ... you decide what's most important. (In The Evening bulletin, Jan. 13, 1964, p.4) © 13Jan64; KK178114.

We like to be helpful. (In The Evening bulletin, Mar. 16, 1964, p.5) © 16Mar64; KK179248.

We love famous labels, but we remove them from our suits, coats, and sportswear. (In The Evening bulletin, Jan. 20, 1964, p.4) © 20Jan64; KK178139.

We never have a sale. (In The Evening bulletin, Feb. 24, 1964, p.B5) © 24Feb64; KK178917.

We think our customers should tell their friends about our stock of 5,000 suits, coats, sportswear and rainwear. (In Evening bulletin, Jan. 27, 1964, p.5) © 27Jan64; KK178375.

GRAY (DOROTHY) LTD. ©
Lilly Pulitzer is a fashion tycoon; ladies choose Dorothy Gray. (In Harper's bazaar, Apr. 1964, p.28-29) © 31Mar64; KK180042.

Mrs. Anthony Drexel Duke adopts 75 boys every summer; ladies choose Dorothy Gray; Satura. (In Vogue, Feb. 1, 1964, p.58-59) © 1Feb64; KK180099.

Mrs. Charles B. Grosvenor is a relentless antiquer; ladies choose Dorothy Gray. (In Harper's bazaar, Mar. 1964, p.28-29) © 28Feb64; KK180100.

GREAT ATLANTIC & PACIFIC TEA CO., INC. ©
Marvel ice cream; net contents one half gallon liquid. On folding carton. (Marathon 25-2) Appl. author: Gardner Agency. © 14May64; KK180974.

Marvel ice cream, butterscotch; net contents one half gallon liquid. On folding carton. (Marathon 25-2) Appl. author: Gardner Agency. © 14May64; KK180971.

Marvel ice cream, chocolate; net contents one half gallon liquid. On folding carton. (Marathon 25-2) Appl. author: Gardner Agency. © 14May64; KK180972.

Marvel ice cream, vanilla; net contents one half gallon liquid. On folding carton. (Marathon 25-2) Appl. author: Gardner Agency. © 14May64; KK180976.

Marvel ice cream, vanilla, chocolate, strawberry; net contents one half gallon liquid. On folding carton. (Marathon 25-2) Appl. author: Gardner Agency. © 14May64; KK180975.

- Marvel ice cream, vanilla fudge; net contents one half gallon liquid. On folding carton. (Marathon 25-2) Appl. author: Gardner Agency. © 14May64; KK180973.
- GREAT LAKES CHERRY PRODUCERS MARKETING COOPERATIVE, INC.
Bowl of Cherries, fresh ripe cherries individually quick frozen for instant use; net weight one pound. Card. © Great Lakes Cherry Producers a.s.d.o. Great Lakes Cherry Producers Marketing Cooperative, Inc.; 2Feb64 (in notice: 1963); KK180194.
- GREAT WESTERN SUGAR CO. ©
GW Pre-Beta-1 10% granules; net wt. 50 lbs. Sheet. © 22Mar64; KK179756.
- GREATER RECORDING CO., INC. ©
Cantor Berele Chagy, sweet singer of Israel, volume 2; GRC 34. Record sleeve. Appl. author: Alan Yackow. © 20Jun63; KK180384.
- GREEN, CELESTE. See ANDO ENTERPRISES.
- GREEN GIANT CO. ©
Build new sales by displaying Green Giant buffet sizes. (In Chain store age, Dec. 1963, p.105) Appl. author: Leo Burnett Co., Inc. © 29Nov63; KK179472.
Can a giant find happiness at 2' below zero? (In The New Yorker, Dec. 14, 1963, p.97) Appl. author: Leo Burnett Co., Inc. © 12Dec63; KK179460.
Can a small-town giant from LeSueur, Minnesota, show the world a thing or two about vegetables? (In Quarter-master review, Nov.-Dec. 1963, p.44) Appl. author: Leo Burnett Co., Inc. © 1Nov63; KK179470.
5 for 89¢ with coupon; very young, tender sweet peas. (In The Sacramento bee, Dec. 11, 1963, p.68) Appl. author: Leo Burnett Co., Inc. © 11Dec63; KK179466.
Fragile, handle with care, you'll be glad you did; Le Sueur tender green asparagus spears. (In Club management, Oct. 1963, p.9) Appl. author: Leo Burnett Co., Inc. © 10Oct63; KK179468.
Freshest taste in corn, like corn on the cob without the cob; Niblets. (In Volume feeding management, Oct. 1963, p.106-107) Appl. author: Leo Burnett Co., Inc. © 10Oct63; KK179467.
How the Great Green Geezer got in the freezer. (In The New Yorker, Nov. 2, 1963, p.111) Appl. author: Leo Burnett Co., Inc. © 31Oct63; KK179464.
How the Great Green Geezer got so big in the freezer, and why he should do very well in yours. (In Quick frozen foods, Dec. 1963, p.20-21) Appl. author: Leo Burnett Co., Inc. © 1Dec63; KK179463.
How to take home a great steak and how to save 50¢ toward your next great steak. (In The Denver post, Oct. 24, 1963, p.64) Appl. author: Leo Burnett Co., Inc. © 24Oct63; KK179465.
Please do not serve Green Giant brand early peas with onions to just anyone. (In Club management, Nov. 1963, p.15) Appl. author: Leo Burnett Co., Inc. © 1Nov63; KK179471.
We'll send you \$1.00 when you try 4 jars of Le Sueur mushrooms. (In Hartford courant, Oct. 31, 1963, p.37) Appl. author: Leo Burnett Co. © 31Oct63; KK179469.
What's the latest thing in peas, mushrooms. (In The Kansas City times, Dec. 12, 1963, p.9c) Appl. author: Leo Burnett Co., Inc. © 12Dec63; KK179462.
- When pea-pickers get together, they give away free records. (In Life, Oct. 11, 1963, p.82-83) Appl. author: Leo Burnett Co., Inc. © 8Oct63; KK179461.
- GREENBERG'S (M.) SONS. ©
Introducing the new modern, Low Silhouette fire hydrant. Sheet. © 22Oct63; KK178015.
- GREENWOOD MILLS, INC. ©
The Dacron price drop, a unique opportunity. (In Women's wear daily, Jan. 27, 1964, p.7) Appl. author: Rockmore Co. © 27Jan64; KK178796.
Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Ace makes the coat. (In Sports illustrated, Nov. 18, 1963, p.51) Appl. author: Rockmore Co. © 18Nov63; KK177917.
Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Creighton makes the shirt. (In Sports illustrated, Nov. 11, 1963, p.E7) Appl. author: Rockmore Co. © 11Nov63; KK177915.
Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Gleneagles makes the raincoat. (In Look, Mar. 10, 1964, p.M10) Appl. author: Rockmore Co. © 10Mar64; KK179806.
Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, H. & L. Block makes the parka. (In Sports illustrated, Feb. 24, 1964, p.54) Appl. author: Rockmore Co. © 24Feb64; KK179808.
Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Lakeland makes the jacket. (In Sports illustrated, Nov. 25, 1963, p.M8) Appl. author: Rockmore Co. © 25Nov63; KK177916.
Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Stockton makes the sportswear. (In Look magazine, Nov. 19, 1963, p.M14) Appl. author: Rockmore Co. © 19Nov63; KK177913.
Greenwood makes the fabric, Baby Togs makes the diaper sets; fabrics with the character of quality by Greenwood. (In The New York times magazine, Mar. 15, 1964, p.63) Appl. author: Rockmore Co. © 15Mar64; KK179807.
Greenwood makes the fabric, Bayliss Brothers makes the young fashions; fabrics with the character of quality by Greenwood. (In Women's wear daily, Mar. 4, 1964, p.13) Appl. author: Rockmore Co. © 4Mar64; KK179804.
Greenwood makes the fabric, Campus makes the shirt; fabrics with the character of quality by Greenwood. (In Daily news record, Feb. 24, 1964, p.3) Appl. author: Rockmore Co. © 24Feb64; KK179800.
Greenwood makes the fabric, Clarise makes the sportswear. (In Women's wear daily, Jan. 15, 1964, p.19) Appl. author: Rockmore Co. © 15Jan64; KK178799.
Greenwood makes the fabric, Collins & Aikman Features it; fabrics with the character of quality by Greenwood. (In Women's wear daily, Feb. 19, 1964, p.15) Appl. author: Rockmore Co. © 19Feb64; KK179803.
Greenwood makes the fabric, Dennis makes the uniform blouses; fabrics with the character of quality by Greenwood. (In Women's wear daily, Nov. 20, 1963, p.67) Appl. author: Rockmore Co. © 20Nov63; KK177912.
Greenwood makes the fabric, Lois Young makes the dress. (In Texas fashions, Jan. 1964, p.4 of cover) Appl. author: Rockmore Co. © 10Jan64; KK179000.
- Greenwood makes the fabric, Picture Frocks makes the maternity ensemble; fabrics with the character of quality by Greenwood. (In Women's wear daily, Dec. 10, 1963, p.17) Appl. author: Rockmore Co. © 10Dec63; KK177911.
Greenwood makes the fabric, Pool makes the leisurewear; fabrics with the character of quality by Greenwood. (In Daily news record, Mar. 17, 1964, p.7) Appl. author: Rockmore Co. © 17Mar64; KK179799.
Greenwood makes the fabric, Robin D. makes the sportswear; fabrics with the character of quality by Greenwood. (In Women's wear daily, Mar. 17, 1964, p.11) Appl. author: Rockmore Co. © 17Mar64; KK179805.
Greenwood makes the fabric, Steeloff makes the pants; fabrics with the character of quality by Greenwood. (In Daily news record, Mar. 24, 1964, p.17) Appl. author: Rockmore Co. © 24Mar64; KK179802.
Greenwood makes the fabric, Soren makes the shirt; fabrics with the character of quality by Greenwood. (In Daily news record, Mar. 12, 1964, p.9) Appl. author: Rockmore Co. © 12Mar64; KK179801.
Greenwood makes the fabric, Yager makes the sport pants. (In Women's wear daily, Jan. 8, 1964, p.25) Appl. author: Rockmore Co. © 8Jan64; KK178798.
Greenwood makes the stretch fabric, B. F. Moore makes the ski pants. (In Skiing, Dec. 1963, p.19) Appl. author: Rockmore Co. © 25Nov63; KK177914.
Just introduced and already accepted by the leaders in the men's and boys' wear industry; now, L'Oriel Greenwood's exclusive 4-fiber blend of Orlon and Avril. (In Daily news record, Dec. 18, 1963, p.3) Appl. author: Rockmore Co. © 18Dec63; KK177910.
1963 was the year; this past year was a good year for almost everybody in the textile industry. Fabrics with the character of quality by Greenwood. (In Daily news record, Jan. 9, 1964, p.16-17) Appl. author: Rockmore Co. © 9Jan64; KK178797.
- GREY-WOOD KNITWEAR INDUSTRIES, INC. ©
What was that name again? Foxwood; a certified knit fabric with Kodel. (In The New York times magazine, Aug. 11, 1963, p.3) © 11Aug63; KK179410.
What was that name again? Foxwood; mohair and wool knits. (In The New York times magazine, Nov. 17, 1963, p.3) © 17Nov63; KK178242.
What was that name again? Foxwood; new Silkeen collection. (In The New York times magazine, Nov. 10, 1963, p.36-37) © 10Nov63; KK178243.
What was that name again? Foxwood; this cardigan has a provincial charm with its Dutch tulip print. (In The New York times magazine, Aug. 25, 1963, p.4) © 25Aug63; KK179411.
What was that name again? Foxwood, and it's Orlon. (In The New York times magazine, Oct. 6, 1963, p.16) © 6Oct63; KK177984.
- GRIFFIN, R. D. ©
Aunt Margaret's miracle blend salad dressing; 9 fluid ozs. Sticker. © 12Mar64; KK179525.
- GROLIER, INC. ©
Last year, we introduced the remarkable new Min/Max, first home teaching machine to achieve public acceptance; this year we've topped it; Min/Max II. (In Look, June 5, 1962, p.11) © 5Jun62; KK180078.

GROLIER, INC. AMERICANA CORP. See AMERICANA CORP.

GROVE LABORATORIES.

Why a man's shampoo? Fitch. (In Esquire, May 1964, p.151) Appl. author: Donald Kreger. © Grove Laboratories, div. of Bristol Myers Co.; 1May64; KK180768.

GUARDI, FRANCESCO.

Venezia di Guardi. See SEEMAN (JAMES) STUDIOS, INC.

GUIDANCE ASSOCIATES. ©

This costs you money, selection testing will save training time, reduce turnover, improve morale. 1 v. © 15Jun64; KK181289.

GUILD FOUNDATIONS.

If you want to see what this Phantom really looks like, put your clothes on. (In The New York Times, Oct. 17, 1963, p.42L) Appl. author: Irving Serwer. © Guild Foundations a.s.d.o. True Forms Foundations, Inc.; 17Oct63; KK179524.

GULLICKSON, GORDON. ©

Line space guide. Card. © 15Jun64; KK180967.

H

HAIR FASHIONS BY DECOR, INC. See DECOR.

HALPERN (J.) CO. ©

Trick or treat Pak-0-Fun. On bag. © 7Jan64; KK179485.

HAMBURG HOUSE. ©

Advertising manual for Hamburg House. 1 v. Appl. author: James E. Reilly. © 1Mar64; KK179189.

HAMILTON CO., INC. ©

Precision syringes and related equipment. 13 p. (Catalog H-63) Appl. author: Clark H. Hamilton. © 22Apr63; KK181067.

HAMM (THEO.) BREWING CO. ©

Ah-h-h Hamm-m-m-m's beer. On can. Appl. author: Campbell-Mithun, Inc. © 1Jan64; KK178377.

HAMMOND ORGAN CO. ©

Count the churches of your denomination which have bought a Hammond organ. (In Improvement era, Aug. 1963, p.687) Appl. author: Young & Rubicam, Inc. © 25Jul63; KK180328.

Count the Episcopal churches which have bought a Hammond organ. (In The Episcopalian, Sept. 1963, p.27) Appl. author: Young & Rubicam, Inc. © 19Aug63; KK177843.

18 professional tone pre-sets. (In International musician, June 1963, p.15) Appl. author: Young & Rubicam, Inc. © 25May63; KK177847.

Every day is music day, when your school owns a Hammond organ. (In School management, Sept. 1963, p.95) Appl. author: Young & Rubicam, Inc. © 23Aug63; KK180360.

Get out your scissors and decide which Hammond organ you want for Christmas. (In House beautiful, Dec. 1963, p.13) Appl. author: Young & Rubicam, Inc. © 19Nov63; KK180352.

The great Hammond organ heard in concert halls has now been re-designed for your home. (In Holiday, Nov. 1963, p.139) Appl. author: Young & Rubicam, Inc. NM: revision. © 15Oct63; KK181164.

The great Hammond organ heard in concert halls has now been re-designed for your home; new model D-100 series. (In Fortune, Sept. 1963, p.19) Appl. author: Young & Rubicam, Inc. © 27Aug63; KK180330.

Half the organs we build are bought by people who can't play a note. (In Holiday, Apr. 1963, p.169) Appl. author: Young & Rubicam, Inc. © 15Mar63; KK180367.

Hammond Organ Company presents another in a series of messages recognizing the contributions of outstanding teachers. [Endorsed by Doris H. Tirrell] (In Music Journal, Oct. 1963, p.39) Appl. author: Young & Rubicam, Inc. © 25Sep63; KK180353.

Hammond Organ Company presents another in a series of messages recognizing the contributions of outstanding teachers. [Endorsed by Elma Proctor Wells] (In Music Journal, Dec. 1963, p.11) Appl. author: Young & Rubicam, Inc. © 25Nov63; KK180355.

Hammond Organ Company presents another in a series of messages recognizing the contributions of outstanding teachers. [Endorsed by Lillian K. Durocher] (In Instrumentalist, June 1963, p.19) Appl. author: Young & Rubicam, Inc. © 20May63; KK181162.

Here's a \$25 bet that you can play the Hammond organ by Christmas. (In Nation's business, Nov. 1963, p.63) Appl. author: Young & Rubicam, Inc. © 1Nov63; KK180356.

If you're smart enough to get ahead in business, you can learn to play the Hammond organ in 30 days. (In Nation's business, May 1963, p.51) Appl. author: Young & Rubicam, Inc. © 1May63; KK180335.

Incredible; not since Fats Waller has the organ been as spectacularly handled as it is today by the incredible Jimmy Smith. (In International musician, Sept. 1963, p.25) Appl. author: Young & Rubicam, Inc. © 1Sep63; KK177849.

Introducing the D-100 series Hammond organ. (In Moody monthly, Nov. 1963, p.11) Appl. author: Young & Rubicam, Inc. © 25Oct63; KK180329.

It'll put rumpus in a rumpus room, music in a music room, Christmas in a family room. (In McCall's, Nov. 1963, p.75) Appl. author: Young & Rubicam, Inc. © 25Oct63; KK180351.

Music & fun sounds on the Hammond organ. (In Jack and Jill, Sept. 1963, p.13) Appl. author: Young & Rubicam, Inc. © 1Sep63; KK180361.

The new sound of music is you at the Hammond; hottest 10 piece combo in the neighborhood. (In Look, Apr. 23, 1963, p.1) Appl. author: Young & Rubicam, Inc. © 16Apr63; KK180333.

The new sound of music is you at the Hammond. How do you feel about music? (In Fortune, Oct. 1963, p.225) Appl. author: Young & Rubicam, Inc. © 24Sep63; KK180342.

The new sound of music is you at the Hammond; the Hammond organ creates a new idea, the participation room. (In House beautiful, Sept. 1963, p.43) Appl. author: Young & Rubicam, Inc. © 20Aug63; KK180340.

The new sound of music is you at the Hammond; this is all the shopping some executives will have to do. (In Fortune, Dec. 1963, p.87) Appl. author: Young & Rubicam, Inc. © 26Nov63; KK180348.

The new sound of music is you at the Hammond organ; amazing how a Hammond organ brings your music back. (In Fortune, June 1963, p.193) Appl. author: Young & Rubicam, Inc. © 28May63; KK180363.

The new sound of music is you at the Hammond organ; amazing how a Hammond organ brings your music back. (In McCall's, Aug. 1963, p.7) Appl. author: Young & Rubicam, Inc. © 22Jul63; KK180339.

The new sound of music is you at the Hammond organ; why this new Hammond chord organ is the most expensive chord organ in the world. (In Look, Aug. 27, 1963, p.11) Appl. author: Young & Rubicam, Inc. © 20Aug63; KK180337.

Now, let's see how many instruments you can hear on the Hammond organ. (In The Instructor, June 1963, p.33) Appl. author: Young & Rubicam, Inc. © 1May63; KK180364.

Only two kinds of children can be taught to play a Hammond organ. (In McCall's, Oct. 1963, p.15) Appl. author: Young & Rubicam, Inc. © 25Sep63; KK180338.

Plan an all school music program that never stands still. (In Nation's schools, June 1963, p.43) Appl. author: Young & Rubicam, Inc. © 23May63; KK180343.

Quality assurance at Hammond Organ Company. (In PTM, Sept. 1963, cover) Appl. author: Young & Rubicam, Inc. © 1Sep63; KK177848.

The sound of Christmas is you at the Hammond organ. (In McCall's, Dec. 1963, p.33) Appl. author: Young & Rubicam, Inc. © 21Nov63; KK180362.

10 reasons why Rockford's junior high school students raised money to buy their own Hammond organ. (In The School musician, Sept. 1963, p.33) Appl. author: Young & Rubicam, Inc. © 18Aug63; KK180341.

There are 50,670,000 Christmas greetings inside this package. (In PTM, Oct. 1963, p.11) Appl. author: Young & Rubicam, Inc. © 10Oct63; KK180350.

They're coming home for Christmas, so give them a merry, musical kind of a holiday. (In Holiday, Dec. 1963, p.199) Appl. author: Young & Rubicam, Inc. © 15Nov63; KK180366.

This new Methodist sanctuary took months of planning and study and decisions to build. (In Christian advocate, June 20, 1963, p.17) Appl. author: Young & Rubicam, Inc. © 13Jun63; KK180345.

Thousand of organs will be bought this Christmas. (In PTM, Nov. 1963, p.21) Appl. author: Young & Rubicam, Inc. © 1Nov63; KK180349.

To bring a quiet room to life, simply add the Hammond organ. (In House beautiful, May 1963, p.11) Appl. author: Young & Rubicam, Inc. © 18Apr63; KK180334.

We are now building our first G-100 series Hammond organ. (In American organist, Sept. 1963, p.13) Appl. author: Young & Rubicam, Inc. © 1Sep63; KK180359.

Whether he's on stage or in a studio, he sits at a Hammond organ. [Endorsed by Bill Dalton] (In International musician, Nov. 1963, p.23) Appl. author: Young & Rubicam, Inc. © 1Nov63; KK180354.

Who wants to be chairman of the bored? Self contained model. (In Fortune, Apr. 1963, p.57) Appl. author: Young & Rubicam, Inc. © 26Mar63; KK180332.

Why the new Church of the Divine Infant has two Hammond organs. (In Catholic building and maintenance, July-Aug. 1963, p.97) Appl. author: Young & Rubicam, Inc. © 25Jun63; KK180346.

The wonderful adventure of staying at home. (In Holiday, July 1963, p.107) Appl. author: Young & Rubicam, Inc. © 15Jun63; KK180365.

- Wonderful idea, you and your child can learn to play a Hammond organ by Christmas. (In Look, Oct. 22, 1963, p.5) Appl. author: Young & Rubicam, Inc. © 15Oct63; KK180369.
- Wouldn't it be fun to own a band? You can. (In Look, Sept. 24, 1963, p.13) Appl. author: Young & Rubicam, Inc. © 17Sep63; KK180368.
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Executive shirt service; no.207. [Man & folded shirt] Sheet. © 25Feb64; KK180149.
Safe storage; no.208A. [Eskimo] Sheet. © 25Feb64; KK180150.
Safe storage; no.208B. [English guards] Sheet. © 25Feb64; KK180148.
Safe storage for all your out of season clothes; no.208. [Knight] Sheet. © 25Feb64; KK180571.
- HANNA-BARBERA PRODUCTIONS, INC. ©**
Flintstones, jr. jigsaw puzzle; no.4611; 100 pieces. On wrapper. © 22Jan64 (in notice: 1963); KK179022.
Yogi Bear, jr. jigsaw puzzle; no.4611; 100 pieces. On wrapper. © 22Jan64 (in notice: 1963); KK179025.
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Fabulous 1964 models, Duo pleasure bound; Duo is proud to present its 1964 line of fine fiberglass boats. (Duo marine) 1 v. © 30Dec63; KK177823.
In Port-de-France, visit Roger Albert's free port shop. Folder. © 30Dec63; KK179282.
Introducing two new sport boats by Slickcraft; Sun/Sport. Folder. © 30Dec63; KK177824.
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Genuine African hardwood, Acryclad prefinished paneling. See PLUSWOOD INDUSTRIES.
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New, brand new Modu-Letr by Hanover, the only changeable copy sign with a permanent look. Sheet. Appl. authors: Fred & Lee Hanover. © 3Mar64; KK179052.
- HARPER (I. W.) DISTILLING CO. ©**
Giving pleasure and taking bows, since 1872, I. W. Harper. (In Philharmonic Hall program, Mar. 3, 1964, p.25) Appl. author: Otto Kleppner. © 3Mar64; KK179700.
Gold medals ... finest, and we've got the gold medals to prove it. (In The New York times, Apr. 9, 1964, p.18) Appl. author: Otto Kleppner. © 9Apr64; KK180696.
Handsome way to pour holiday profit. (In Observer, Philadelphia, Nov. 18, 1963, p.3) Appl. author: Otto Kleppner. © 18Nov63; KK178058.
Handy; enjoy the prized Kentucky bourbon in the smart half pint travel flask. (In Jet, Jan. 9, 1964, p.4 of cover) Appl. author: Otto Kleppner. © 9Jan64; KK179146.
Holiday, or any day, everyone always makes more money with I. W. Harper, the gold medal bourbon. (In Kentucky beverage journal, Nov. 1963, p.3 of cover) Appl. author: Otto Kleppner. © 1Nov63; KK178056.
In every glass of I. W. Harper, a great tradition. (In Seaboard beverage journal, Mar. 1964, p.4 of cover) Appl. author: Otto Kleppner. © 1Mar64; KK180111.
Now one proud name sells two premium bourbons, I. W. Harper. (In Beverage industry news, Nov. 1, 1963, p.9) Appl. author: Otto Kleppner. © 1Nov63; KK178057.
- Share the life and good times of I. W. Harper. (In The New York times, Mar. 16, 1964, p.25) Appl. author: Otto Kleppner. © 16Mar64; KK179699.
What a handsome way to give pleasure; this holiday season one proud name sells ... for you. (I. W. Harper holiday season) (In Liquor store, Nov. 1963, p.5-8) Appl. author: Otto Kleppner. © 1Nov63; KK178451.
- HARRIS TARGET CO. ©**
Re-loads Sticker. © 20Dec63; KK178140.
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Why, in the middle of the twentieth century, are we still putting wooden frames into Hartmann luggage? Hartmann International. (In The New Yorker, Nov. 16, 1963, p.26-27) Appl. author: Doyle Dane Bernbach, Inc. © 14Nov63; KK178860.
- HARTZ MOUNTAIN PRODUCTS CORP. ©**
Birdie wafers; no.116P; net wt. 1/4 oz. On folding carton. © 11Nov63; KK178099.
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Imperial tropical fish food; medium, for medium sized fish; net wt. 1 oz. On folding carton. © 27Jan64; KK179249.
Master mix canary food; no.200; net wt. 12 oz. On folding carton. © 3Feb64; KK179251.
More sales, more profit, Dog Kisses shelf extender. Folder. © 23Dec63; KK178113.
Natural goldfish food; net wt. 2 oz. On folding carton. © 27Jan64; KK179832.
Now, a chocolate that's good for dogs; sugarless dog kisses. (In Pet industry, Feb. 1964, p.9) © 16Feb64; KK179246.
Sugarless Dog Kisses, chocolate flavored treat; no.533; net wt. 4 oz. On folding carton. © 2Jan64; KK178100.
- HARVARD MANUFACTURING CO.**
Hit the jackpot with Harvard; 6 important ways you can hit the jackpot selling Harvard bed frames. Folder. © Harvard Mfg. Co., division of Rusco Industries, Inc.; 2Jan64; KK179036.
- HASHEK, JOSEPH.** See GOLDEN RULE PRODUCTS.
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G. I. Joe action marine, America's movable fighting man; no.7700. On wrapper. © 2Mar64; KK179753.
G.I. Joe Action Marine by Hasbro; beachhead; 7711 x 450. On folding carton. © 2Mar64; KK179544.
- G.I. Joe Action Marine by Hasbro; communications; 7701 x 400. On folding carton. © 2Mar64; KK179544.
G.I. Joe Action Marine by Hasbro; dress parade; 7710 x 500. On folding carton. © 2Mar64; KK179537.
G.I. Joe Action Pilot by Hasbro; 7800. On wrapper. © 2Mar64; KK179536.
G.I. Joe Action Pilot by Hasbro; dress uniform; 7803 x 450. On folding carton. © 2Mar64; KK179546.
G.I. Joe Action Pilot by Hasbro; scramble; 7807 x 400. On folding carton. © 2Mar64; KK179542.
G.I. Joe Action Pilot by Hasbro; survival; 7801 x 325. On folding carton. © 2Mar64; KK179543.
G.I. Joe Action Sailor by Hasbro; frogman; 7602 x 500. On folding carton. © 2Mar64; KK179540.
G.I. Joe Action Sailor by Hasbro; Navy attack; 7607 x 300. On folding carton. © 2Mar64; KK179541.
G.I. Joe Action Sailor by Hasbro; sea rescue; 7601 x 300. On folding carton. © 2Mar64; KK179538.
G.I. Joe Action Sailor by Hasbro; shore patrol; 7612 x 500. On folding carton. © 2Mar64; KK179539.
G.I. Joe Action Soldier by Hasbro. Card. © 2Mar64; KK179534.
G.I. Joe Action Soldier by Hasbro; 7500. On wrapper. © 2Mar64; KK179535.
G.I. Joe Action Soldier by Hasbro; bivouac; 7512 x 350. On folding carton. © 2Mar64; KK179548.
G.I. Joe Action Soldier by Hasbro; combat; 7501 x 350. On folding carton. © 2Mar64; KK179547.
G.I. Joe Action Soldier by Hasbro; command post; 7517 x 400. On folding carton. © 2Mar64; KK179550.
G.I. Joe Action Soldier by Hasbro; military police; 7521 x 500. On folding carton. © 2Mar64; KK179549.
- HAWKINSON (PAUL E.) CO. ©**
Introducing the Hawkinson marauder tread. Sheet. Appl. author: Raymond F. Hawkinson. © 13May64; KK180866.
Passenger car treads. Sheet. © 14Jan64; KK178975.
Truck treads for Michelin X tires. Sheet. Appl. author: Raymond P. Hawkinson. © 13May64; KK180890.
Twin G siped tread. Sheet. © 14Feb64; KK178867.
Two wire siped mileage truck lug tread. Sheet. © 14Jan64; KK178985.
- HAZELLE, INC. ©**
Airplane control marionettes; Come to life, popular 800 series. Folder. Appl. authors: J. Woodson Rollins & Hazelle H. Rollins. © 19Feb64; KK178935.
- HEATH (L. S.) & SONS, INC. ©**
English toffee miniatures; net wt. 5 oz. On folding carton. © 18Jun63; KK178548.
Milk chocolate covered English toffee miniatures; net wt. 7 oz. On folding carton. © 11Feb64; KK179128.
Toffee cake; net weight 15 oz. Sticker. © 17Feb64; KK179009.
- HENRIKSEN.**
Thank you, Ringo and your Beatle companions. See OLD COLONY GAS & OIL CO.
Where there is no vision, the people perish. See OLD COLONY GAS & OIL CO.

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Americana sleep set by Her Majesty; charmingly beruffled nightie of Sanforized cotton challis with matching piping and lace trim. (In The New Yorker, Oct. 12, 1963, p.126) © Her Majesty a.a.d.o. Her Majesty Underwear Co.; 12Oct63; KK178539.

Fine, French-print robe by Her Majesty. (In New Yorker, Oct. 19, 1963, p.228) © Her Majesty a.a.d.o. Her Majesty Underwear Co.; 19Oct63; KK177933.

HERCULES POWDER CO. ©

Flogel, Flogel HD, Flogel AL, Flogel AL-2 are soft, gelatinous, nonnitro-glycerin explosives. Sheet. (Explosives technical data) Appl. author: James J. O'Neill. © 7Feb64; KK179439.

Flogel S is a non-nitroglycerin explosive. Sheet. Appl. author: J. J. O'Neill. © 24Jan64; KK178969.

Herco-Prills are low-moisture-content, readily absorbent ... ammonium nitrate prills. Sheet. (Explosives technical data) Appl. author: James J. O'Neill. © 24Apr64; KK180635.

Herculok, a new and dramatic improvement in the packaging of explosives. Sheet. (Explosives technical data) Appl. author: James J. O'Neill. © 24Apr64; KK180637.

Instadet, a top-quality electric blasting cap. Sheet. (Explosive technical data) Appl. author: James J. O'Neill. © 27Apr64; KK180601.

Karvite blasting ... is a refined blasting technique. Sheet. Appl. author: J. J. O'Neill. © 20Jan64; KK178970.

Now 6 Titan boosters to choose from. (Explosives technical data) Sheet. Appl. author: J. J. O'Neill. © 23Jan64; KK179429.

Permissible explosives. Sheet. (Explosives technical data) Appl. author: James J. O'Neill. © 24Apr64; KK180636.

Planned cotton insect control program with Toxaphene-DDT. Sheet. Appl. author: Charles A. Stainback. © 3Jan64; KK178967.

HERMAN, HAROLD M. ©

A new railroad train accessory for toy section of your catalog ... automated flying brakeman. Sheet. © 17Jan64; KK179723.

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Easter traditions; in greater Detroit traditional Easter family feasts start with a shopping trip to Food Fair. (In The Detroit news, Mar. 25, 1964, p.1-F--4-F) © 25Mar64; KK180092.

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Are you getting the best of everything, and then some? Let Hertz put you in the driver's seat. (In The New Yorker, May 16, 1964, p.161) Appl. author: Norman Craig & Kummel, Inc. © 14May64; KK181181.

Are you getting the best of everything, and then some? Let Hertz put you in the driver's seat. (In The New Yorker, June 13, 1964, p.101) Appl. author: Norman Craig & Kummel, Inc. © 11Jun64; KK181288.

Christmas present, special 6 day rate, \$21.00 and 9¢ a mile; rent a car. (In Detroit news, Dec. 17, 1963, p.8C) Appl. author: Norman Craig & Kummel, Inc. © 17Dec63; KK178157.

Every field has a recognized symbol of excellence; this is the symbol in car rental. (In A.S.T.A. travel news, Feb. 1964, p.13) Appl. author: Norman Craig & Kummel, Inc. © 10Feb64; KK180542.

Going to the airport? Hertz has special one-way service; rent a car. (In Stamford advocate, Nov. 18, 1963, p.15) Appl. author: Norman Craig & Kummel, Inc. © 18Nov63; KK178542.

Going to the city? Hertz has special one-way service; rent a car. (In Stamford advocate, Nov. 20, 1963, p.2) Appl. author: Norman Craig & Kummel, Inc. © 20Nov63; KK178544.

Have a Hertz class Thanksgiving. (In San Francisco examiner, Nov. 26, 1963, p.7) Appl. author: Norman Craig & Kummel, Inc. © 26Nov63; KK178342.

A Hertz at nine saves time; rent a car. (In Mainliner, Jan. 1964, p.16) Appl. author: Norman Craig & Kummel, Inc. © 1Jan64 (in notice: 1963); KK178893.

No ifs, ands or butts; \$50 says you'll be satisfied every time you rent from Hertz; rent a car. (In The Atlantic, Mar. 1964, p.155) Appl. author: Norman Craig & Kummel, Inc. © 28Mar64; KK179039.

Now there's one more way to go Hertz class. (In Travel trade, Jan. 1964, p.89) Appl. author: Norman Craig & Kummel, Inc. © 1Jan64; KK179195.

Now there's one more way to go Hertz class; use your Hertz Auto-matic Charge Card, Air Travel or other accredited charge card. (In Official airline guide, Feb. 1, 1964, cover) Appl. author: Norman Craig & Kummel, Inc. © 25Jan64; KK178754.

Pep up your winter vacation, add vitamin see with Hertz; rent a car. (In Time, Dec. 6, 1963, p.11) Appl. author: Norman Craig & Kummel, Inc. © 2Dec63; KK178543.

Tempting new vacation spread, cover everything with Hertz; rent a car. (In Time, Dec. 6, 1963, p.11) Appl. author: Norman Craig & Kummel, Inc. © 2Dec63; KK178541.

HESS BROS., INC. ©

Increase your purchasing power 8%, join Hess's 1964 Christmas Bonus Club. (In Evening chronicle, Allentown, Pa., Nov. 2, 1963, p.28) © 2Nov63; KK178318.

HEUBLEIN, STE. PIERRE SMIRNOFF FLS. See SMIRNOFF (STE. PIERRE) FLS.

HEUBLEIN, INC. ©

Byrrh is here; taste it, now try to pronounce it. (In What to wear at the fair booklet, Apr. 20, 1964, p.3 & 4 of cover) Appl. author: Benton & Bowles, Inc. © 20Apr64; KK180726.

Cocktails; The Club. (In The Plain dealer, Feb. 3, 1964, p.5) Appl. author: Benton & Bowles, Inc. © 3Feb64; KK179119.

The 11-to-1 martini is here. (In Beverage media, Apr. 1964, p.3) Appl. author: Gumbinner-North Co., Inc. © 1Apr64; KK180118.

Flattering gift for about \$9. Bell's Royal Vat. (In The Wall Street journal, Nov. 19, 1963, p.7) Appl. author: Benton & Bowles, Inc. © 19Nov63; KK177985.

Get your Irish Mist up. (In Beverage retailer weekly, Mar. 9, 1964, p.13) Appl. author: Benton & Bowles, Inc. © 9Mar64; KK181072.

Great gift idea, 6 year old Canadian at the price of leading domestic blended whiskies; Black Velvet.

(In Niagara Falls gazette, Dec. 12, 1963, p.9) Appl. author: L. C. Gumbinner Advertising Agency. © 12Dec63; KK177819.

It's here, the fastest growing whisky in it's class in Canada; Black Velvet. (In The Control state review, Apr. 1964, p.16) Appl. author: Gumbinner-North Co., Inc. © 20Apr64; KK180551.

Kiss the mixing goodbye; pour your party cocktails right from the Heublein bottle. (In The New York times magazine, Nov. 24, 1963, p.118) Appl. author: L. C. Gumbinner Advertising Agency. © 24Nov63; KK177817.

Martini drinkers of the world, arise; the 11 to 1 Martini is here. (In Los Angeles times home magazine, May 3, 1964, p.76) Appl. author: Gumbinner-North Co., Inc. © 3May64; KK180430.

Most people can't make a martini as good as this and I wish they wouldn't try. [Endorsed by James Mason] (In Life, Feb. 7, 1964, p.53) Appl. author: Gumbinner-North Co., Inc. © 3Feb64; KK179532.

Most people can't make a martini as good as this and I wish they wouldn't try. [Endorsed by James Mason] (In St. Louis post-dispatch, Feb. 23, 1964, p.17) Appl. author: Gumbinner-North Co., Inc. © 23Feb64; KK179533.

Most people can't make a martini as good as this, and I wish they wouldn't try. [Endorsed by James Mason] (In The Bridgeport post, Feb. 18, 1964, p.15) Appl. author: Gumbinner-North Co., Inc. © 18Feb64; KK181106.

This noticeable girl, with her noticeable pet will say Byrrh is here. (In Beverage retailer weekly, Feb. 24, 1964, p.21) Appl. author: Benton & Bowles, Inc. © 24Feb64; KK181073.

Who says you can't make a great 8 year-old Scotch for under \$7? Bell's just did it. (In Time, Nov. 8, 1963, p.NY5) Appl. author: Benton & Bowles, Inc. © 5Nov63; KK177987.

You get \$5 off on Bell's 8. Who says you can't make a great 8 year-old Scotch for under \$7? (In Beverage media, metropolitan ed., Dec. 1963, p.26) Appl. author: Benton & Bowles, Inc. © 25Nov63; KK177986.

HEUBLEIN, INC. POPOV DISTILLING CO. See POPOV DISTILLING CO.

HEYER, INC. ©

Hekto compound; no.280; one pound net. On folding carton. © 6May64; KK180416.
Hekto-Printer, gelatin transfer duplicator; no.22. On wrapper. © 6May64; KK180415.

HILL PACKING CO. ©

Find out what's so special about Hill's Special Pack; buy 2 cans, get one free. (In San Francisco examiner, Mar. 29, 1964, roto section, p.15) Appl. author: John W. Shaw Advertising, Inc. © 29Mar64; KK179850.

HILL SHOE CO. ©

Fair Walkers. On folding carton. Appl. author: Frank C. Meyer Division, Millen Industries, Inc. © 26Mar64; KK179703.

HILLS BROS. COFFEE, INC. ©

At bat for Hills Bros. coffee. (In Tri-State food news, Apr. 13, 1964, p.10) Appl. author: N. W. Ayer & Son, Inc. © 13Apr64; KK180647.

Aw, cut it out; go ahead, clip yourself a coffee break. (In Jeffersonian, Jan. 29, 1964, p.12) Appl. author: N. W. Ayer & Son, Inc. © 29Jan64; KK179076.

- Bring us your Hills Bros. coupons; flavor so unbeatable it's reheatable. Poster. (Adform 241-C) © 3Sep63; KK178423.
- Can-Ster, locks in the flavor, and throws away the key. Card. © 4Apr63; KK178300.
- Can-Ster locks in the flavor, and throws away the key. Card. (Adform B-8) © 12Sep63; KK178308.
- Decorator kitchen kanister, free of extra cost when you buy this new 3 lb. can. Poster. (Adform 249) © 25Jun63; KK178425.
- Flavor so unbeatable, it's reheatable. Card. (Adform C-48) © 12Mar63; KK178305.
- Free ... decorator kitchen kanister, when you buy this new 3-lb. can of Hills Bros. coffee. Card. (Adform 252) © 9Jan63; KK178301.
- Head for the Hills, look for the Gift Star. Folder. © 1Apr64; KK180907.
- Head for the Hills today. Sheet. (Adform 96-C) © 4Sep63; KK178424.
- Here's 15¢ that says you don't give up flavor for convenience with instant Hills Bros. coffee. (In Record-eagle, Mar.'9, 1964, section 2, p.8) Appl. author: N. W. Ayer & Son, Inc. © 9Mar64; KK179217.
- If you haven't yet discovered the instant coffee that refuses to give up flavor for convenience ... this is just the ticket. (In Record-eagle, Traverse City, Mich., Mar. 23, 1964, p.11) Appl. author: N. W. Ayer & Son, Inc. © 23Mar64; KK179714.
- Look for the Gift Star. Folder. © 1Apr64; KK180906.
- Look for the Gift Star, save for free gifts. Card. (Adform 657) © 19Apr63; KK178303.
- Made to be the most, like ground coffee. Card. (Adform C-49) © 12Mar63; KK178306.
- New face, exciting good taste. Card. (Adform 655) © 20Feb63; KK178304.
- Soup to nuts? Never ... coffee is all we make. (In Grocery bulletin, Apr. 10, 1964, p.20) Appl. author: N. W. Ayer & Son, Inc. © 10Apr64; KK179989.
- Special. Card. (Adform C-46) © 12Mar63; KK178299.
- Special, flavor so unbeatable it's reheatable. Card. (Adform 254) © 3Sep63; KK178302.
- Today, Hills Bros. coffee, the original vacuum pack, flavor so unbeatable, it's reheatable. Poster. (Adform 245-C) © 29Apr63; KK178427.
- Today, Hills Bros. coffee, 2 lb. can, flavor so unbeatable, it's reheatable. Poster. (Adform 245) © 3Sep63; KK178426.
- When you buy for her, nothing quite measures up to Hills Bros. coffee. Folder. © 30Sep63; KK178307.
- HILLS-MCCANNA CO. ©
U type pumps, for continuous, precise metering and proportioning of small volume flows. 15 p. Folder. (Catalog 500A) © 10Oct63; KK178339.
- HIRSCH ASSOCIATES.
Plumbing parts. (In Dallas times herald TV times, Feb. 23, 1964, p.31) © Jack H. Siegel d.b.a. Hirsch Associates; 23Feb64; KK180498.
- HIRSCHHORN, ADRIAN. See SUPERMARKET PROMOTIONS.
- HIRSH (S. A.) MANUFACTURING CO. ©
Advertising and merchandising program; steel shelving, storage systems. Folder. Appl. author: David Shulman. © 7Feb64; KK178834.
- Deluxe Hirshline. Sheet. Appl. author: David Shulman. © 7Feb64; KK179423.
- Deluxe Hirshline. Sheet. Appl. author: David Shulman. © 16Mar64; KK179516.
- Display shelving and accessories. Sheet. Appl. author: David Shulman. © 30Dec63; KK178092.
- Economy Shelf-It-All. Sheet. Appl. author: David Shulman. © 7Feb64; KK179944.
- Economy Shelf-It-All solves your storage problems in basement; model D445. Sheet. Appl. author: David Shulman. © 7Feb64 (in notice: 1963); KK178833.
- 5 shelf single Shelf-it-all unit with items. Appl. author: David Shulman. © 30Dec63; KK178090.
- 5 shelf tandem Shelf-it-all unit with items. Appl. author: David Shulman. © 30Dec63; KK178091.
- Folding display table. Sheet. Appl. author: David Shulman. © 23Mar64; KK179382.
- Showline gondola. Sheet. Appl. author: David Shulman. © 23Mar64; KK179381.
- Standard Shelf-It-All. Sheet. Appl. author: David Shulman. © 16Mar64; KK179515.
- HOFFMAN, CHARLOTTE F. See IVY HILL FOREST.
- HOFFMAN, DORA M. See MULTI CRAFT CO.
- HOFFMAN, GEORGE. See MULTI CRAFT CO.
- HOFFMAN, HARRY LEE, JR. See IVY HILL FOREST.
- HOFFMASTER INDUSTRIES. AIR APPLIANCE DEPT.
Centrifugal blowers in action. Folder. (Bulletin ACB-330) © Air Appliance Dept., Hoffman Industries, division of Belson Corp.; 2Dec63; KK177875.
- HOFFMASTER CO., INC. ©
Cellutex 400 cocktail and snack napkins; 40. On wrapper. Appl. author: Tony Zeller. © 16Oct63; KK179125.
- Cellutex 400, dinner napkins; item no. 450. On wrapper. Appl. author: Tony Zeller. © Hoffmaster Co., Inc. & Hoffmaster Pacific Co.; 16Oct63; KK181307.
- HOFFMASTER PACIFIC CO.
Cellutex 400, dinner napkins. See HOFFMASTER CO., INC.
- HOLLAND-RANTOS CO., INC. ©
Koro sanitary napkin deodorant spray; net wt. 3 oz. On can. © 6Jan64; KK178319.
- That time of the month; Koro. 1 v. Appl. author: Leo Coel. © 3Jan64; KK179102.
- HOLLYWOOD BRANDS, INC. ©
Now being advertised, new method of manufacturing; just try Big Pay, America's best candy bar. Sheet. © 6May64; KK180294.
- HONIG-COOPER CO. COLUMBUS MARKETING CO. See COLUMBUS MARKETING CO.
- HOOT TAMALES, INC. ©
Think of the tune your cash register plays whenever you feature a Toot-enanny. Sheet. © 25Mar64; KK180037.
- HUDNUT, RICHARD. ©
Scissors prove how closely Fashion Quick matches nature; the curl's still there after you trim your hair. (In Redbook, May 1962, p.99) © 1May62; KK180114.
- HUDSON (H. D.) MANUFACTURING CO. ©
For a more beautiful, bountiful home and garden choose Hudson sprayers and dusters. (In Good housekeeping, May 1964, p.208) © 21Apr64; KK180503.
- One man does the work of two with the Hudson 412, Schefenacker. (In American nurseryman, Apr. 1, 1964, p.20) © 1Apr64; KK180502.
- Pick your next sprayer here. (In Park maintenance, May 1964, p.35) © 1May64; KK180501.
- Start pig profits here with Profi-Matic equipment. (In National hog farmer, Apr. 1964, p.69) © 23Mar64; KK180500.
- Up to 40% more feeding space; Profi-Matic feeding system. [Chickens in enclosure] (In Poultry tribune, Apr. 1954, p.5) © 25Mar64; KK180505.
- Up to 40% more feeding space; Profi-Matic feeding system. [Chickens in yard] (In Broiler industry, Apr. 1964, p.3) © 4Apr64; KK180504.
- HUDSON PHARMACAL CO. ©
Liver-brittle for my dog. Boy & dog. Folder. © 1May64; KK180259.
- HUFFMAN-WOLFE CO. ©
The white glove line; industrial cleaning ... gives you metal parts that can be white glove inspected. 1 v. Appl. author: J. Edwin Farmer. © 1Apr64; KK180943.
- HUGHES CO., INC. ©
Pix-All fresh bean harvester for green, wax and lima beans. Folder. Appl. author: William Hughes. © 15Dec63; KK180595.
- HUMBLE OIL & REFINING CO. ©
Darling, it's so much nicer than money, you get all kinds of help at your Happy Motoring sign. (In Ladies home journal, May 1962, p.R1) © 25Apr62; KK179683.
- For official World's Fair map, see your Esso dealer. Poster. © 15Apr64; KK180940.
- Happy motoring route to the World's Fair; see your Esso dealer. Poster. © 1Jun64; KK181311.
- Put a tiger in your tank; Esso for happy motoring; tiger looking out of pump. Poster. © 15Jun64; KK181310.
- You get all kinds of help at your Happy Motoring sign; I wouldn't know which way to turn without it. (In Ladies' home journal, June 1962, p.R1) © 26May62; KK179527.
- HUMPHREY CHEVROLET CO., INC. ©
How did we get to be the world's largest G. M. dealer organization? (In The Milwaukee journal, Dec. 1, 1963, p.3, pt.4) © 1Dec63; KK179718.
- HUNT (RODNEY) MACHINE CO. ©
Process-matched Turba-film processor. 19 p. Folder. Appl. author: McCarty Co. of New York, Inc. © 2Dec63; KK178478.
- HUNTERDON COUNTY (N. J.) NATIONAL BANK.
Announcing a new banking service for Hunterdon County; minute money at your fingertips the minute you need it. (In Hunterdon County democrat, Apr. 19, 1964, p.23) Appl. author: Ecoff & James, Inc. © Hunterdon County National Bank of Flemington, New Jersey (in notice: Hunterdon County National Bank); 9Apr64; KK179981.
- HURSH, CECIL. ©
Championship rodeo game. On wrapper. © 20Feb64; KK179609.

HUSTON RESEARCH CORP. ©
Touch of roses; facial tissues.
On folding carton. © 12Sep63;
KK177934.

HUTCHINS CO., INC. ©
Phantom wheels. Looseleaf. Appl.
author: W. L. Hutchins. © 2Jan64;
KK178073.

I

I. P. H. ASSOCIATES.
Chauncy Chimp; this little hand
puppet is offered with the com-
pliments of Armour. © Edward
S. Smudsky d.b.a. I. P. H.
Associates; 19Nov63; KK178316.
Clancy Clown; this little hand
puppet is offered with the
compliments of Armour. © Edward
S. Smudsky d.b.a. I. P. H.
Associates; 19Nov63; KK178317.
Tina Tiger; this little hand puppet
is offered with the compliments of
Armour. © Edward S. Smudsky
d.b.a. I. P. H. Associates;
19Nov63; KK178315.

IBEC PACKING CO. OF NEW YORK, INC. ©
Finicky tuna red meat, food for
cats; net contents 6 oz. avoir.
On wrapper. © 21Feb64 (in notice:
1963); KK180125.

IDEAL BRUSHES, INC. ©
Complete home painting kit. (Do-it-
yourself home painting kit)
On folding carton. © 1May64;
KK181148.
Do-it-yourself home painting kit.
On folding carton. © 1May64;
KK181147.
Select-O-Matic paint brush, 1964.
Sheet & sticker. © 4Jan64;
KK179846.
Treasure chest of brushes. On folding
carton. © 1Sep63; KK180777.

ILLINOIS BAKING CORP. SAFE-T PACIFIC
BAKING CO. See SAFE-T PACIFIC BAKING
CO.

ILLINOIS BRONZE POWDER & PAINT CO. ©
Glass frosting; contents; 15 oz.
On wrapper. Appl. author: Robert
S. Rothschild. © 4Apr63; KK181082.
Make a chalk board; contents: 15 oz.
On wrapper. Appl. author: Robert
S. Rothschild. © 14Nov62; KK181084.
Met-L-Namel hobby, household enamel;
net contents: 2 vol. oz.; no.603.
On wrapper. Appl. author: Robert
S. Rothschild. © 15Apr64;
KK181083.

Met-L-Namel instant spray; net
weight 3 oz.; no.676. On wrapper.
Appl. author: Robert S. Rothschild.
© 15Apr64; KK181080.

Met-L-Namel porcelain finish;
appliance white; net contents:
2 AV oz. On wrapper. Appl. author:
Robert S. Rothschild. © 9Jan63;
KK181079.

Met-L-Namel porcelain finish ...
appliance white instant spray;
net contents 3 oz. On wrapper.
Appl. author: Robert S. Rothschild.
© 9Jan63; KK181081.

Shining Armor hobby, household
enamel; net contents: 2 vol. oz.;
no.619. On wrapper. Appl. author:
Robert S. Rothschild. © 15Apr64;
KK181076.

Shining Armor homogenized enamel;
one pint; no.857. On wrapper.
Appl. author: Robert S. Rothschild.
© 12Apr63; KK181077.

Shining Armor instant spray; net
weight 3 oz.; no.679. On wrapper.
Appl. author: Robert S. Rothschild.
© 5Apr64; KK181078.

Spray-O-Namel porcelain finish ...
appliance white; contents: 15 oz.;
no.223. On wrapper. Appl. author:
Robert S. Rothschild. © 20Jun62;
KK181085.

INDUSTRIAL POWER & EQUIPMENT CO. ©
Vitrified porcelain terminal blocks,
Vitri-Porc. Sheet. (Catalog
section 501) Appl. author: James
M. Garroway. © 3Apr64; KK179612.

INDUSTRIAL TEXTILES, INC. ©
Quality means reduced overhead.
Sheet. Appl. author: Ralph S. Bing.
© 17Feb64; KK179999.

INDY 500 SPARK PLUG CO. ©
Order form. Sheet. Appl. author:
Charles T. Oppermann. © 7Jan64;
KK178017.

INGERSOLL-RAND CO. ©
Air starter selection list. Sept.
1961. 23 p. © 19Oct61; KK178694.

INLAND HOMES CORP. ©
Build Inland Homes, be your own
mortgage broker; The Citadel. (In
House & home, Jan. 1964, p.52N1)
© 1Jan64; KK178111.
Caravelle, new Inland home series with
a step-by-step selling plan.
(In House & home, May 1964,
p.172M1) © 10May64; KK180905.

INTERNATIONAL ASSEMBLIX CORP. ©
Craft-House boutique Design-trims;
stars; no.135; 400 pcs. Card.
© 20Oct63; KK178244.

INTERNATIONAL BIOTICAL CORP. ©
Arthritic and rheumatic-like pains?
Here's fast muscular pain relief;
Infra Massage, a handi-size unit.
On card. © 5Oct59; KK178966.
Infra Massage; 4 kinds of on the
spot heat or massage at the turn
of a dial. Folder. © 5Oct59;
KK179949.

INTERNATIONAL ELECTRIC CO. ©
Works even in rainstorms; new, all-
weather International Cow-Puncher
hi-line electric fencer. Folder.
© 24Feb64; KK178919.

INTERNATIONAL INDUSTRIES, INC. ©
Look, mom, a new, easy way to make
pancakes; pancake batter. (In The
Los Angeles times, Jan. 16, 1964,
pt.5, p.3) © 16Jan64 (in notice:
1963); KK178497.

INTERNATIONAL LATEX CORP. ©
For a limited time only, you get
\$1.00 to try new Playtex padded
bra. Sheet. © 17Dec63; KK178446.
For summertime glamour, go strapless
in comfort; Playtex strapless bras.
Sheet. © 10Mar64; KK179135.
Free, Shocking de Schiaparelli
perfume, \$3.00 size, when you buy
any Playtex Living bra. Sheet.
© 17Dec63; KK178444.
Free, 2 Playtex bras; free when you
buy a Playtex Magic Controller
girdle or panty. Sheet.
© 20Feb64 (in notice: 1963);
KK178827.

Free, 2 Playtex bras ... free when
you buy a Playtex Magic Controller
girdle or panty girdle. [Female
holding pictures] Sheet. © 2Jan64
(in notice: 1963); KK178441.

Free, 2 Playtex bras ... free when
you buy a Playtex Magic Controller
girdle or panty girdle. [Two bras
& girdle] Sheet. © 2Jan64 (in
notice: 1963); KK178442.

Free, you get any Playtex bra, reg.
\$2.50, free when you buy a Playtex
Magic Controller girdle or panty
girdle. Sheet. © 2Jan64 (in
notice: 1963); KK178438.

Free, you get any Playtex bra, reg.
\$2.50, free when you buy a Playtex
Magic Controller girdle or panty
girdle. Sheet. © 20Feb64 (in
notice: 1963); KK178828.

Introducing Playtex Living stretch
bra, new stretch straps, new stretch
back. Sheet. © 13Apr64; KK179774.

Introducing Playtex, made with Lycra,
girdle. [Girl with arms crossed]
Sheet. © 6Apr64; KK180223.

Introducing Playtex, made with Lycra,
girdle. [Reclining girl] Sheet.
© 6Apr64; KK180222.

Introducing the Playtex Living
stretch bra. [Left side view of
girl looking in mirror] Sheet.
© 10Mar64; KK179139.

Introducing the Playtex Living
stretch bra. [Right side view of
girl looking in mirror] Sheet.
© 10Mar64; KK179138.

Look 5 pounds thinner in panty
girdles, too; Playtex panty girdles.
Sheet. © 6Apr64; KK180235.

New, Playtex Fashion-Magic bra.
[Girl with arm raised] Sheet.
© 10Mar64; KK179131.

New, Playtex Fashion-Magic bra.
[Girl with arms lowered] Sheet.
© 10Mar64; KK179132.

New, Playtex Living stretch bra.
[Bra & daisy] Sheet. © 10Mar64;
KK179141.

New, Playtex Living stretch bra.
[Left side view of girl looking
into mirror] Sheet. © 10Mar64;
KK179140.

New Playtex, made with Lycra, girdle.
Sheet. © 6Apr64; KK180244.

Now, a Playtex bra for only \$2.00,
new Fashion Magic bra. Sheet.
© 13Apr64; KK179773.

Now, a Playtex bra for only \$2.00,
new Playtex Fashion-Magic bra.
Sheet. © 10Mar64; KK179133.

Now, in glamorous black, new Playtex
cotton & lace bra. Sheet.
© 20Feb64 (in notice: 1963);
KK178826.

Now, in glamorous black, new Playtex
cotton & lace bra only \$2.95.
Sheet. © 2Jan64 (in notice: 1963);
KK178439.

Now, in glamorous black, nylon lace
cups fully lined with soft cool
cotton; Playtex cotton & lace bra.
Sheet. © 2Jan64 (in notice: 1963);
KK178440.

Now, just at the height of the spring
housecleaning season ... Playtex
announces a special deal, free, a
\$2.50 Playtex bra. Sheet.
© 20Feb64; KK178829.

Now look 5 pounds thinner in panty
girdles, too; cloth-lined golden
Playtex long leg. Sheet.
© 6Apr64; KK180234.

Now look 5 pounds thinner in panty
girdles, too; cloth-lined golden
Playtex long leg. Sheet.
© 6Apr64; KK180237.

Now look 5 pounds thinner in panty
girdles, too; Playtex panty girdle;
panty brief. Sheet. © 6Apr64;
KK180233.

Of course, it's a bathing cap. Swim
hats by Playtex. (In Harper's
bazaar, May 1963, p.37) Appl. au-
thor: Young & Rubicam, Inc.
© 1May63; KK177850.

Playtex Fashion Magic bra; style 10.
On folding carton. © 16Mar64;
KK179772.

Playtex Living stretch bra; stretch
bra 174. On folding carton.
© 13May64; KK180965.

Playtex Living stretch bra; style 159.
On folding carton. © 27Feb64;
KK179775.

Sale; Golden Playtex girdles.
Sheet. © 20Feb64 (in notice:
1963); KK178825.

Sale, Golden Playtex girdles and long leg panty girdles; G-1179-600 lines. Sheet. © 23Feb64 (in notice: 1963); KK178789.

Sale, Golden Playtex girdles and long leg panty girdles; G-1180-600 lines. Sheet. © 23Feb64 (in notice: 1963); KK178787.

Sale, Golden Playtex girdles and long leg panty girdles; G-1181-600 lines. Sheet. © 23Feb64 (in notice: 1963); KK178788.

Sale, new Living girdle by Playtex made without rubber. Sheet. © 20Feb64 (in notice: 1963); KK179432.

Sale, Playtex Living bras and Playtex Living girdles made without rubber. [Full & half length of girls] Sheet. © 6Apr64; KK180224.

Sale, Playtex Living bras and Playtex Living girdles made without rubber. [Full length of 2 girls] Sheet. © 6Apr64; KK180226.

Sale, Playtex Living bras, save \$1.00. [Half length of girl] Sheet. © 6Apr64; KK180240.

Sale, Playtex Living bras, save \$1.00. [Half-length of 2 girls] Sheet. © 6Apr64; KK180241.

Sale, Playtex \$2.50 bras, 2 for \$3.99. Sheet. © 9Mar64; KK179134.

Sale, save \$1.00; new Playtex padded bra. [Girl holding up dollar bill] Sheet. © 6Apr64; KK180239.

Sale, save \$1.00, new Playtex padded bra. Sheet. © 6Apr64; KK180229.

Special offer, 30 Playtex Dryper disposable diapers plus all new Playtex Dryper panty. Sheet. © 25Mar64; KK180228.

Stop sore throat pain fast; super Isodettes, antibiotic throat lozenges. Sheet. © 20Feb64 (in notice: 1963); KK178824.

10 day free trial, new Playtex padded bra. Sheet. © 11May64; KK180236.

10 day free trial; new Playtex padded bra, you love it or your money back. Sheet. © 17Dec63; KK178445.

10 day free trial, new Playtex padded bra; you love it, or your money back. Sheet. © 10Mar64 (in notice: 1963); KK179137.

10 day free trial, new Playtex padded bra; you love it, or your money back. Sheet. © 6Apr64 (in notice: 1963); KK180238.

10 day free trial, new Playtex soft-line padded bra. Sheet. © 6Apr64; KK180230.

Win trip around the world in Playtex nurser-Bob Hope's global affair sweepstakes. P-2040. Card. © 19Feb64 (in notice: 1963); KK178831.

You get any Playtex \$2.50 bra free when you buy a Playtex Magic Controller girdle or panty girdle. Sheet. © 2Jan64 (in notice: 1963); KK178443.

You get \$1.00 to try new Playtex padded bra. Sheet. © 10Mar64 (in notice: 1963); KK179136.

You'll sell more bras if you know about Playtex Living stretch bra. Folder. © 20Feb64; KK178830.

INTERNATIONAL NICKEL CO., INC. © Inco develops tough steel that could permit undersea study in depth. (In Forbes, Dec. 1, 1963, p.2 of cover) © 28Nov63; KK178055.

ISAAC, LEONARD L. © The Chinnyminks, Dingers & Jason. Sticker. © 27Dec63; KK178124.

IT PRODUCTS CO. © This is It, the new fabulous floor cleaner and wax stripper; one full quart. On wrapper. Appl. author: William Stochl, Jr. © 1May64; KK181305.

ITEMS, INC. ©

Ultra Nail, the last word in finger-nail beauty. (In Beauty fashion, Apr. 1964, p.59) Appl. author: Galbraith, Hoffman & Rogers, Inc. © 10Apr64; KK180322.

IVY HILL FOREST.

Mayflower seeds 'n greetings; instructions for growing ... are printed on the inside of this packet. © H. Lee & Charlotte F. Hoffman t.a. Ivy Hill Forest; 25Nov63; KK180374.

J

J. J. IMPORT CORP. See JAJACO.

JACANO, pseud. See HANOT, JACQUES.

JAJACO.

A-maze-ing; fascinating maze. On box. © Jajaco a.a.d.o. J. J. Import Corp.; 31Dec62; KK179375.

JAMAICA TOURIST BOARD. ©

Be a little daring, climb down a 600 foot waterfall with the Jamaican Tarzan. (In Life, Dec. 20, 1963, p.R3) Appl. author: Doyle Dane Bernbach, Inc. © 18Dec63; KK178696.

How will we woo them to our island this winter? 1 v. NM: "new pictorial matter." Appl. author: Doyle Dane Bernbach, Inc. © 17Oct63; KK178999.

Jamaica; John Larsen, Jamaica's solitary Swede, doesn't like crowds. (In Life, Apr. 17, 1964, p.R3) Appl. author: Doyle Dane Bernbach, Inc. © 15Apr64; KK180516.

Jamaica. Where else would you find a bowl of mangoes, pawpaws, starapples, grapefruit, soursop, and tangerines on your breakfast tray? (In Herald Tribune, New York, Mar. 1, 1964, p.78) Appl. author: Doyle Dane Bernbach, Inc. © 1Mar64; KK179193.

JAY & JAY CO. ©

Zit-Zingo, the travel game. Sheet. Appl. author: Orelida E. Peterson. © 1Dec63 (in notice: 1964); KK178649.

JAY DEE PRODUCTS CO., INC. ©

The Arcade Dining Room in the arcade, southland shoppers city, route 51, Pleasant Hills, Pa. Sheet. © 11Feb64; KK180201.

JEM CO.

Jiffy Jem hats. Sheet. © Mildred E. Jones d.b.a. Jem Co.; 25May64; KK180801.

JENSEN, CHRIS. ©

Now, full page cartoon features available for your magazine. Folder. © 30Dec63; KK179109.

JOFFE (J. A.) & CO., INC. ©

Four illustrations of decorated ice cream and confectionery. Sheet. © 11May64; KK180511.

New, profits with malted milk ball candy heads. Sheet. © 11May64; KK180426.

Personality heads, candy coated chocolate malted heads. Sheet. © 24Apr64; KK180489.

JOHN'S, INC. ©

2 delightful new planter selections. Sheet. Appl. author: John Masek. © 2Apr64; KK179615.

JOHNSON (S. C.) & SON, INC. ©

This apple has the best protection possible; protected with Primatefresh from Johnson's wax. (In

Produce marketing, Nov. 1963, p.14) Appl. author: Needham, Louis & Brorby, Inc. © 25Oct63; KK177872.

JOHNSON & JOHNSON. ©

Anatomically designed to the contact zone for greater comfort and protection; Regent micro filter disposable mask. (In The A.S.T.A. Journal, Nov. 1963, p.56-57) © 1Nov63; KK180388.

And as easy as one, two, three. (Safe, simple; and as easy as one, two, three) Folder. © 6Jan64; KK180461.

Be sure to register your guarantee; Certificate of guarantee. Card. © 11May64; KK181203.

Can you be sure this sponge is sterile? (In Hospital progress, Jan. 1964, p.2 of cover) © 1Jan64; KK180452.

Can you be sure this sponge is sterile? Yes, if it came from this package. (In Hospital progress, Jan. 1964, p.2 of cover) © 1Jan64; KK181204.

Fight animal infection; animal antiseptic ointment. Folder. © 14Feb64; KK180391.

Fight animal infection ... animal antiseptic ointment. (In The Hoard's dairyman, Jan. 10, 1964, p.39) © 10Jan64; KK180458.

Here's your big new 3-way profit pusher promotion for Johnson & Johnson milk filters. Sheet. © 5May64; KK180456.

Lister's suture removal pak. (In Hospital topics, July 1963, p.2 of cover) © 1Jul63; KK180451.

A little extra care now in choosing the very best athletic tapes obtainable; porous athletic tapes. (In Scholastic coach, May 1964, 4-page insert, centerfold) © 1May64; KK181205.

Look, it's Dermicel, the porous surgical tape. (In Health industry, Jan. 1964, p.2 of cover) © 1Jan64; KK180450.

Loress linen saver, large. (In Nursing home administrator, Mar.-Apr. 1964, p.3) © 1Mar64; KK180457.

Micrin mouth and throat antiseptic. Sticker. © 19Aug59; KK178296.

Micrin oral antiseptic for mouthwash & gargle. Sticker. NM: revision & additions. © 20Dec60; KK178297.

Micrin oral antiseptic for mouthwash & gargle. Sticker. NM: revision & additions. © 1Apr62; KK178298.

One step prep; Ioprep presurgical antiseptic. (In Hospital topics, Apr. 1962, p.2 of cover) © 1Apr62; KK180107.

Proved on over 6400 bulk tank farms; Johnson & Johnson milk filters. [Box] (In Wayne co-op bulletin, Feb. 1964, p.6) © 1Feb64; KK180455.

Proved on over 6400 bulk tank farms; Johnson & Johnson milk filters. [Four boxes] (In Pure milk news, Jan. 1964, p.4) © 1Jan64; KK180454.

Quality control. (In Hospital progress, May 1963, p.2 of cover) © 1May63; KK180479.

Ray-Tec x-ray detectable sponges; new blue line Raytec. Folder. © 4Apr62; KK180390.

Research, improving today's products. (In Hospital progress, Mar. 1963, p.2 of cover) © 1Mar63; KK180449.

Special offer from Johnson & Johnson, milk filters. Card. © 1Apr64; KK180392.

Special offer from Johnson & Johnson, milk filters. Sheet. © 27Jan64; KK180387.

Sterility. (In Hospital progress, Jan. 1963, p.2 of cover) © 1Jan63; KK180389.

JOHNSON & JOHNSON.-Con.

Sticks to the patient, not to the wound; new Band-Aid non-adhering dressing. Folder. © 28Dec62; KK180453.

The tape the profession prefers; Dermicel surgical tape. (In The A.S.T.A. Journal, July 1963, p.3) © 1Jul63; KK180459.

They call us the Speedy Twins ... Comprol Dyna-Flex. (In The A.S.T.A. Journal, Sept. 1963, p.17) © 1Sep63; KK180460.

To help you combat cross contamination, Dermicel single use rolls surgical tape. (In The Modern hospital, Nov. 1963, p.2 of cover) © 1Nov63; KK180480.

JOHNSTON, SCOTT.

To introduce the thrill of dog racing to everyone. See FUNKS' GREYHOUND RACING CIRCUIT.

JOHNSTON BROS., INC. ©

Glass-lined exhaust stacks. Sheet. © 27Mar64; KK179556.

JONES, MILDRED E. See JEM CO.

JOYNER, D. ©

Rainbo cinnamon nut. (Cake stand design) Sticker. © 27Feb64; KK181179.

JULIE RESEARCH LABORATORIES, INC. ©

Accuracy 0.0001% VDR-106 primary standard voltage divider. (In Electronics, Oct. 4, 1963, p.55) © 1Oct63; KK179421.

The extra measure of Julie is precision. (In Electronics, Nov. 1, 1963, p.53) © 29Oct63; KK179203.

The extra measure of Julie is versatility; the Julie PVC-504. (In Research development, Dec. 1963, p.102) © 30Nov63; KK179344.

Now, a portable dc primary standards laboratory; the unique Julie Ratiometric system. (In The New York times, Aug. 11, 1963, p.F-11) © 10Aug63; KK180088.

K

KVP SUTHERLAND PAPER CO. ©

Wells' Blue Bunny ice cream, chocolate almond; half gallon liquid. On folding carton. © 16Jun64; KK181128.

World's most exciting new ice cream, checkerboard, vanilla-chocolate, Sealtest ice cream; one half gallon liquid. On folding carton. © 16Mar64; KK180206.

KASH SAVING STAMP CO.

Saving stamp. © Roy G. Thomas d.b.a. Kash Saving Stamp Co. (In notice: Kash Saving Stamp); 21Jun63; KK180532.

KATHER, ALFRED C. ©

Pin-Bac ... petite fleure adoremments. © 11Dec63; KK179082.

Pin Bac ... with flower and bangles. Sheet. NM: compilation & additions. © 14Jun64; KK180999.

Research and engineering development. Sheet. © 4Mar64; KK179050.

See it, get it ... sole and heel, it will keep your feet cool. Sheet. NM: additions. © 25May64; KK180658.

Strip sole, heel. Sheet. © 28Feb64; KK179428.

Tiger Claw traction grip heel sole. Sheet. NM: additions. © 1May64; KK180134.

Wipe 'n wear hat for rain, snow; Pleated Coolie. Sheet. NM: "new illustration, revision." © 9Mar64; KK179171.

KAULA, EDNA. ©

Sally; Warner Corner; I've been expecting you, Sally Small. (In Women's wear daily, July 25, 1963, p.8) Appl. author: Doyle Dane Bernbach, Inc. © 25Jul63; KK179580.

Sally; Warner Corner; Steady Miss Selvin, don't shoot. (In Women's wear daily, Aug. 1, 1963, p.10) Appl. author: Doyle Dane Bernbach, Inc. © 1Aug63; KK179578.

KELLOGG (SPENCER) DIVISION, TEXTRON, INC. See TEXTRON, INC. KELLOGG (SPENCER) DIVISION.

KELLOGG CO. ©

All kinds, all favorites, all ready; Rice Krispies. (In Life, June 5, 1964, p.120) Appl. author: Leo Burnett Co., Inc. © 1Jun64; KK180994.

Bran, the famous fitness food; Bran Buds. [Bowling ball, bag & boxes] (In Redbook, Jan. 1964, p.25) Appl. author: Leo Burnett Co., Inc. © 19Dec63 (In notice: 1964); KK179312.

Chocolate Scotcheroos, make 'em with Kellogg's rice krispies. (In Better homes & gardens, Apr. 1964, p.100) Appl. author: Leo Burnett Co., Inc. © 17Mar64; KK179868.

Cooking with Kellogg's; new casserole for lent, herb salmon bake. (In Better homes & gardens, Mar. 1964, p.82) Appl. author: Leo Burnett Co., Inc. © 13Feb64; KK179067.

Cooking with Star-Kist; crusty tuna surprise. (In Life, Feb. 14, 1964, p.48) Appl. author: Leo Burnett Co., Inc. © 10Feb64; KK179068.

Corn-crisped chicken. (In Life, Jan. 10, 1964, p.6) Appl. author: Leo Burnett Co., Inc. © 6Jan64; KK178164.

Crisp happy breakfast way to get the honest goodness of rice; Rice Krispies. [Peaches on cereal] (In Sunset, May 1964, p.246) Appl. author: Leo Burnett Co., Inc. © 25Apr64; KK180995.

Crisp happy breakfast way to get the honored goodness of rice; rice krispies; bananas. (In Life, Apr. 10, 1964, p.101) Appl. author: Leo Burnett Co., Inc. © 6Apr64; KK179867.

Free milk money; corn flakes. [Bowl of cereal & cow bank] (In Life, May 29, 1964, p.9) Appl. author: Leo Burnett Co., Inc. © 25May64; KK180992.

From upper crust to lower crust, these are the crumbs that make everything taste better; corn flake crumbs. (In Better homes & gardens, May 1964, p.90) Appl. author: Leo Burnett Co., Inc. © 16Apr64; KK179866.

Granny, of the Beverly Hillbillies, says ... don't settle for those un-genuine substitutes, y'get real corn flavor only in Kellogg's. (In Courier post, Feb. 26, 1964, p.48) Appl. author: Leo Burnett Co., Inc. © 26Feb64; KK179065.

Gr-r-reat place to live, Memphis, city of good abode; plant city ad. (In The Commercial appeal, Jan. 5, 1964, p.41A) Appl. author: Leo Burnett Co., Inc. © 5Jan64 (In notice: 1963); KK178162.

Gr-r-reat sampler; sugar frosted flakes. [Home sweet home sampler] (In Look, June 2, 1964, p.55) Appl. author: Leo Burnett Co., Inc. © 19May64; KK180991.

Happy Valentine to you; roses are red, Kellogg's is too. (In The Evening star, Feb. 12, 1964, p.A-16) Appl. author: Leo Burnett Co., Inc. © 12Feb64; KK179066.

Having trouble with weight control. [Girl in riding attire] (In Life, May 8, 1964, p.2 of cover) Appl. author: Leo Burnett Co., Inc. © 4May64; KK180993.

Having trouble with weight control? Special K. [Fisherman eating breakfast] (In Life, Apr. 24, 1964, p.71) Appl. author: Leo Burnett Co., Inc. © 20Apr64; KK180988.

Having trouble with weight control? The Special K breakfast is for you. (In Sunset magazine, Mar. 1964, p.210) Appl. author: Leo Burnett Co., Inc. © 25Feb64; KK179064.

How good a tiger hunter are you? Sugar frosted flakes; tiger hunt. (In Life, Apr. 3, 1964, p.58-59) Appl. author: Leo Burnett Co., Inc. © 30Mar64; KK179870.

In the spring, a young man's fancy lightly turns to thoughts of Kellogg's corn flakes. (In Look, Apr. 7, 1964, p.2 of cover) Appl. author: Leo Burnett Co., Inc. © 24Mar64; KK179869.

June is spooning time; corn flakes. 7¢ coupon. (In Oakland tribune, June 2, 1964, p.24) Appl. author: Leo Burnett Co., Inc. © 2Jun64; KK180985.

The little gold box; Concentrate. (In The Reader's digest, Mar. 1964, p.255) Appl. author: Leo Burnett Co., Inc. © 25Feb64; KK179314.

Little pitchers have big ears and appetites for Kellogg's corn flakes. (In Look, May 5, 1964, p.57) Appl. author: Leo Burnett Co., Inc. © 21Apr64; KK180989.

New Kellogg's CROUTETTES make perfect old-fashioned stuffing quick and easy. (In Chicago daily news, Nov. 19, 1963, p.15) Appl. author: Leo Burnett Co., Inc. © 19Nov63; KK178165.

Now from Kellogg's, tender morsels of bran with a youthful new taste; Bran Buds. [Patio scene] (In Redbook, Mar. 1964, p.28) Appl. author: Leo Burnett Co., Inc. © 18Feb64; KK179311.

OKs party treat. (In McCall's, Dec. 1963, p.144) Appl. author: Leo Burnett Co., Inc. © 21Nov63; KK178163.

Open your mouth and close your eyes; corn flakes. [Raspberries on cereal] (In Ebony, May 1964, p.169) Appl. author: Leo Burnett Co., Inc. © 16Apr64; KK180987.

Science unlocks the secret of internal corn-bustion; corn flakes. (In Courier-post, Camden, N. J., Mar. 31, 1964, p.12) Appl. author: Leo Burnett Co., Inc. © 31Mar64; KK179871.

Shop once, serve 18 happy breakfasts; jumbo assortment; corn flakes. [Elephant pushing cart] (In The Commercial appeal, June 2, 1964, p.7) Appl. author: Leo Burnett Co., Inc. © 2Jun64; KK180986.

Sweet build-up; frosted flakes. [Tiger weight lifter] (In Life, May 1, 1964, p.10) Appl. author: Leo Burnett Co., Inc. © 27Apr64; KK180990.

Thirty days has September, April, June, and November; corn flakes; peaches, leaf. (In Ebony, Mar. 1964, p.32) Appl. author: Leo Burnett Co., Inc. © 4Mar64; KK179445.

This is your lucky day, save 7¢ b'gorra on Kellogg's corn flakes; coupon. [St. Patrick's Day motif] (In Courier-post, Camden, N. J., Mar. 16, 1964, p.34) Appl. author: Leo Burnett Co., Inc. © 16Mar64; KK179315.

We pay you 75¢ when you serve your family this new macaroni-chicken bake. (In Memphis press-sclimitar,

Mar. 3, 1964, p.4) Appl. author: Leo Burnett Co., Inc. © 3Mar64; KK179310.
What are little boys made of? Corn flakes, what else? Boy & girl. (In Life, Mar. 20, 1964, p.86) Appl. author: Leo Burnett Co., Inc. © 16Mar64; KK179313.

KEN FURS.

Neck O' Fur, a necklace of shimmering black fox. Sheet. © Gerald W. Roll d.b.a. Ken Furs; 17Mar64; KK179250.

KENNER PRODUCTS CO. ©

Dolly's Nursery Birds; dolly's first plaything. No. 115B. Card. © 10Feb64; KK181332.

Dolly's Nursery Butterflies; just like mine when I was a baby. No. 115F. Card. © 10Feb64; KK181331.

KENO-CAL.

Calculator. Card. © Harold D. Smith d.b.a. Keno-Cal; 3Feb64; KK181096.

KIEKHAEFER CORP.

Compare the Mercury/Mercruiser silver anniversary fleet with any other line of marine propulsion. (In True, Jan. 1964, p.11) Appl. author: Ric Sides. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 1Jan64; KK178744.

Fast, did last; Mercury. (In Motor boating, Mar. 1964, p.141) Appl. author: Rick Sides. © Kiekhaefer Corp. subsidiary of Brunswick Corp.; 1Mar64; KK180880.

Fleet; these nine new Mercs will outrun and outpull any other outboards in their power class. (In National Geographic, Jan. 1964, p.4) Appl. author: Ric Sides. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 1Jan64; KK178745.

Give me the right power and I can plane a kitchen table; Mercury. (In Motor boating, May 1964, p.147) Appl. author: Rick Sides. © Kiekhaefer Corp. subsidiary of Brunswick Corp.; 1May64; KK180978.

Mercury can help you shape up your ship; Quicksilver accessories. (In Motor boating, Apr. 1964, p.142) Appl. author: Rick Sides. © Kiekhaefer Corp. subsidiary of Brunswick Corp.; 1Apr64; KK180980.

1964 MerCruisers first to bring full power to powerboating. (In Motor boating, Apr. 1964, p.9) Appl. author: Rick Sides. © Kiekhaefer Corp. subsidiary of Brunswick Corp.; 1Apr64; KK180979.

Ordinary inboards grumble and growl when they're exhausted; MerCruiser. (In Motor boating, Feb. 1964, p.59) Appl. author: Rick Sides. © Kiekhaefer Corp. subsidiary of Brunswick Corp.; 1Feb64; KK180879.

Ordinary inboards waste power doing push-ups; MerCruiser. (In Motor boating, May 1964, p.55) Appl. author: Rick Sides. © Kiekhaefer Corp. subsidiary of Brunswick Corp.; 1May64; KK180977.

Shallow water takes the strut out of ordinary inboards; MerCruisers. (In Motor boating, Mar. 1964, p.6) Appl. author: Rick Sides. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 1Mar64; KK180891.

Some Mercs migrate south to Lake X. (In Motor boating, Apr. 1964, p.143) Appl. author: Rick Sides. © Kiekhaefer Corp. subsidiary of Brunswick Corp.; 1Apr64; KK180876.

Your Merc dealer invites you to compare Merc's high strength, design and construction with any competitor's outboard. (In Seattle post intelligencer, Feb. 23, 1964, p.24) Appl. author: Rick Sides. © 23Feb64; KK180881.

Your Merc dealer invites you to compare Mercury's small-bore, short-stroke design with competitors' big-bore outboards. (In Seattle post intelligencer, Mar. 15, 1964, p.42) Appl. author: Rick Sides. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 15Mar64; KK180884.

Your Merc dealer invites you to compare the features of the new 3.9 hp Merc 39 with any competitor's motor in the 3 hp range. (In Seattle post intelligencer, Mar. 8, 1964, p.24) Appl. author: Rick Sides. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 8Mar64; KK180885.

Your Merc dealer invites you to compare the fuel economy of a Merc with any competitor's outboard of similar horsepower. (In Seattle post intelligencer, Mar. 22, 1964, p.29) Appl. author: Rick Sides. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 22Mar64; KK180883.

Your Merc dealer invites you to compare the 9.8 hp. Merc 110 with competitors' 9.5 hp. fishing motor. (In The Spokesman review, Feb. 28, 1964, p.19) Appl. author: Rick Sides. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 28Feb64; KK180832.

Your Merc dealer invites you to compare the pulling power of a Merc with any competitor's outboard of similar horsepower. (In Seattle post intelligencer, Mar. 29, 1964, p.22) Appl. author: Rick Sides. © 29Mar64; KK180882.

Your MerCruiser dealer invites you to compare MerCruiser stern drives with ordinary inboards. (In Schenectady gazette, Apr. 4, 1964, p.13) Appl. author: Rick Sides. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 4Apr64; KK180863.

KING-SEELY THERMOS CO. ©

Camp fast, camp easy, camp modern; Thermos Pop-Tent shelter. Wall chart. © 20Jan64; KK178454.

Coolers for Coca-Cola by Thermos; deluxe line. (Thermos brand coolers for Coca-Cola) Sheet. © 3Mar64; KK179019.

Coolers for RC; model 7789M78. Sheet. © 10Apr64; KK180699.

Free permanent merchandising center with 60 piece assortment of genuine Thermos brand vacuum bottles; deal no. 9760. (Vacuum bottle deals no. 9760, no. 9712 and no. 9724) Sheet. © 16Dec63; KK178054.

Keapsit by Thermos; bottle no. 2233. (Keapsit decorated bottle barrel) Spiral design. © 27Nov63; KK178053.

Outing kit by Thermos, for picnics, travel, hunting, fishing, sports. Sheet. © 17Apr64; KK181209.

Sky-high styling, durability, Thermos lifetime ice chest. Sheet. © 16Jan64; KK178232.

Thermos brand coolers for Diet-Rite cola; model 7786M79. Sheet. © 17Jun64; KK181208.

Thermos giant Pop-Tent; size 100" dia.; height 72"; shipping weight 26 1/2 lbs. On wrapper. © 28Jan64; KK178455.

3 networks, 5 kids shows Presell school kits by Thermos. Sheet. © 17Mar64; KK179702.

Top rated network TV children's shows will promote the new line of Thermos school lunch kits. Folder. NM: additions. © 17Mar64; KK180400.

KINGMAN, DONG.

Chinatown. See SEEMAN (JAMES) STUDIOS, INC.

KINGSBERRY HOMES CORP. ©

The Berkshire; house B18-5B2. Sheet. © 12Dec63; KK178956.

The Cranbrook; house C13-9B2. Sheet. © 12Dec63; KK178951.

The Desmond; house D12-5B. Sheet. © 25Feb64; KK178948.

The Glencove; house G15-10B. Sheet. © 25Feb64; KK178955.

Kingsberry cuts prices again to make Kingsberry value greater than ever. (In Practical builder, Feb. 1964, p.122A-B) © 27Jan64 (in notice: 1963); KK178869.

Kingsberry means value and value means business; the Bienville. (In Practical builder, Apr. 1964, p.41) © 27Mar64; KK180409.

Kingsberry means value, and value means business; the sold sign goes up quickly in front of a Kingsberry. (In Practical builder, June 1964, p.59) © 27May64; KK180996.

The Laverne; house L12-12B. Sheet. © 25Feb64; KK178949.

The Lorraine; house L12-5B. Sheet. © 25Feb64; KK178947.

The Montclair; house M15-12B. Sheet. © 25Feb64; KK178957.

The Norwood; house N13-9B2. Sheet. © 27Jan64 (in notice: 1963); KK178950.

The Ruston; house R12-12B. Sheet. © 25Feb64; KK178952.

The Stuart; house S13-9B2. Sheet. © 12Dec63; KK178958.

The Wellington; house W15-12 1/2B. Sheet. © 25Feb64; KK178953.

The Westlyn; house W15-10B. Sheet. © 25Feb64; KK178954.

KINKEAD INDUSTRIES, INC. ©

Showerfold folding tub/shower enclosures. Folder. © 10Dec63; KK179124.

KIRBRO CO. ©

Say it with flowers. Sheet. Appl. author: Kirchheimer Bros. Co. © 28May64; KK181122.

KITCHENS OF SARA LEE, INC. ©

Sara Lee all butter pecan coffee cake; net wt. 13 oz. Card. NM: additions. © 13Dec63; KK178348.

KLEIN PEST CONTROL CO. ©

Wood-X controls powder post beetles and termites. On wrapper. © 22Apr64; KK180196.

KLINE, A. D. ©

Gasper, your friendly gas assistant. Sheet. © 11Feb64 (in notice: 1963); KK179938.

KLINE, ALTON D. ©

Introducing Gasper, your friendly gas assistant; in all of your promotional activities. Folder. © 25Jun64; KK181330.

KOEHLER, ALBERT. See ROL-RULER CO.

KOFFLER SALES CORP. ©

KSC mats, matting, stair treads. 7 p. NM: additions. © 2Jan64; KK179301.

KORVETTE TIRE CENTERS.

E. J. Korvette great tire & auto centers; shock absorber sale. (In Newark Sunday news, May 10, 1964, p.17) © Korvette Tire Centers a.a.d.o. Blue Star Tire City Corp.; 10May64; KK180983.

E. J. Korvette scoops whitewall tire market. (In Sunday news, New York, Apr. 5, 1964, p.98-99) © Korvette Tire Centers a.a.d.o. Tire City Corp.; 5Apr64; KK179616.

E. J. Korvette's \$3,500,000 spring tire spectacular, what's your tire? (In New York Sunday news, May 24, 1964, p.108-109) © Korvette Tire Centers a.a.d.o. Tire City Corp.; 24May64; KK181233.

KORVETTE TIRE CENTERS.-Con.

Grand opening celebration sale; all 32 Korvette stores celebrate the opening of our newest tire & auto center in the Bronx. (In Sunday news, New York, May 3, 1964, p.116-117) © Korvette Tire Centers a.a.d.o. Tire City Corp.; 3May64; KK180248.

Grand opening celebration sale; E. J. Korvette brings Chicagoland its 4th great tire & auto center in Morton Grove. (In Chicago sun-times, Dec. 1, 1963, p.62-63) © Korvette Tire Centers a.a.d.o. Tire Centers Corp.; 1Dec63; KK178021.

KREISS (SIDNEY J.) INC.

Our weekend special is an outstanding stocking value. Sheet. Appl. author: Sidney J. Kreiss. © 8May64; KK180423.

KROCK, NATHAN R. See BOSTON PRINT. CO.

KRONE, MARTIN. See MKA.

KRONE (MARTIN) ASSOCIATES. ©

Fold 'n carry happy table for outdoor and indoor fun. On bag. © 30Mar63; KK179409.

KUSWA-FISHER-HOOVER, INC. ©

Salesman in silhouette. Sheet. © 15Apr64; KK180077.

L

L.B., INC. ©

Fair up the animal cards for Noah's Ark and ... win cash. (In Spokane daily chronicle, Apr. 2, 1964, p.27) Appl. author: Lucky Bite, Inc. © 2Apr64; KK180035.

LABORATORY FOR ELECTRONICS, INC. ©

Maintenance kit for AG-2 relays. Sheet. (Product notes, no.105) © 11Dec63; KK178490.

LAKELAND GROCERY CO. ©

Brimfull chili hot beans; net wt. 15 oz. On wrapper. Appl. author: M. J. McMahon. © 29Feb64 (in notice: 1963); KK180525.

Brimfull cream style golden sweet corn; net wt. 1 pound. On wrapper. Appl. author: M. J. McMahon. © 30Apr64 (in notice: 1963); KK180522.

Brimfull orange drink, vitamin C enriched; net contents 1 qt. 14 fl. oz. On wrapper. Appl. author: M. J. McMahon. © 1Jun64 (in notice: 1963); KK181301.

Brimfull pork and beans in tomato sauce; net wt. 1 pound. On wrapper. Appl. author: M. J. McMahon. © 29Feb64 (in notice: 1963); KK180524.

Brimfull red beans; net wt. 15 1/2 oz. On wrapper. Appl. author: M. J. McMahon. © 30Apr64 (in notice: 1963); KK180523.

Brimfull red kidney beans; net wt. 15 1/2 oz. On wrapper. Appl. author: M. J. McMahon. © 29Feb64 (in notice: 1963); KK180526.

Energee dog food; net wt. 15 1/2 oz. On wrapper. Appl. author: Ben Larson. © 9May63; KK181182.

LAKELAND NURSERIES SALES CORP. ©

A big wholesale customer of Lakeland's wants you to have these 3 glorious rosebushes entirely without cost to you. Folder. © 15Feb64; KK180097.

Lakeland's greatest introduction; be first in your neighborhood to enjoy these fabulous tree tomatoes. Folder. © 20Apr64; KK180295.

New from Lakeland, splash your garden with a blaze of color; Lakeland's Summer Flame monarda. On bag. © 13Mar64; KK179716.

LANDMARK. ©

The Allis-Chalmers 10-18 tractor, vintage 1914; Fyr-Zon. (In Buckeye farm news, Mar. 1964, p.67) Appl. author: Robert Stailey. © 1Mar64; KK179197.

Behind every Landmark elevator, training; school is never out for your Landmark feed serviceman. (In Buckeye farm news, Jan. 1964, p.51) Appl. author: Robert Stailey. © 1Jan64; KK178807.

From the Fyr-Zon family album; do you remember? The case model 20-40 of 1912. (In Successful farming, June 1964, p.68E) Appl. author: Robert Stailey. © 1Jun64; KK181299.

The granddaddy of all John Deere tractors, made in 1892; from the Fyr-Zon family album, Do you remember? (In Buckeye farm news, Feb. 1964, p.4 of cover) Appl. author: Robert Stailey. © 1Feb64; KK178808.

The McCormick-Deering Farmall, 1924 row crop tractor; from the Fyr-Zon family album Do you remember? (In Buckeye farm news, Apr. 1964, p.51) Appl. author: Robert Stailey. © 1Apr64; KK179965.

LANGFELD, BEATRICE. See DANBY FARM.

LANGFELD, DANIEL. See DANBY FARM.

LANOLIN PLUS DIVISION, HAZEL BISHOP, INC. See BISHOP (HAZEL) INC. LANOLIN PLUS DIVISION.

LANVIN PARFUMS, INC. ©

Why pay for gas when you really want fragrance? The new spray ... Arpege natural spray. (In Beauty fashion, Sept. 1963, p.78-79) Appl. author: North Advertising, Inc. © 10Sep63; KK177774.

LASALCO, INC. ©

Another 1st from Lasalco, do-it-yourself assemblage plating barrel. Sheet. Appl. author: Charles W. Bolan. © 18May64; KK180810.

LASKY CO. ©

Vacation special. Folder. © 2Jun64; KK180849.

Will the man who's really on vacation, please stand up. Folder. © 10Jun64; KK180848.

LEAF, A.

I see something new in Vanish. See DRACKETT CO.

Like the feller said, O-Cedar, the work-savest mops and brooms in the world. See DRACKETT CO.

LEAR SIEGLER, INC. POWER EQUIPMENT DIVISION. ©

Field support equipment and service engineering. 1 v. © 6Apr64; KK180927.

LEBLIN, GENE.

Congratulations. See REPUBLIC MOLDING CORP.

Housewares buyers, relax. See REPUBLIC MOLDING CORP.

How can you sell that volume and not show a profit? See REPUBLIC MOLDING CORP.

Stumped by your profit picture? See REPUBLIC MOLDING CORP.

Take a letter to Republic Molding. See REPUBLIC MOLDING CORP.

That's when we switched to Republic. See REPUBLIC MOLDING CORP.

LEE (PHYLLIS ANN) INC. ©

Beauty from everlasting to everlasting. Folder. © 3Dec63; KK179526.

LEES (JAMES) & SONS CO.

A bargain carpet will hold up forever, under your bed. (In Life, Feb. 28, 1964, p.20) Appl. author: Doyle Dane Bernbach, Inc. © James Lees & Sons Co., a division of Burlington Industries; 25Feb64; KK179786.

Do you always get the exact carpet you specify? Pity. (In Buildings, Apr. 1964, p.5) Appl. author: Doyle Dane Bernbach, Inc. © James Lees & Sons Co., a division of Burlington Industries; 28Feb64; KK180070.

Either take your walls and furniture to the carpet store, or have the carpet store bring samples to your home. (In The Dayton news, Feb. 16, 1964, p.8) Appl. author: Doyle Dane Bernbach, Inc. © James Lees & Sons Co., a division of Burlington Industries; 16Feb64; KK179194.

If you ever get a hopeless stain on this school floor covering, pick up the hopeless part and throw it away. (In American schools and university, Feb. 1964, p.17) Appl. author: Doyle Dane Bernbach, Inc. © 29Jan64; KK179789.

Last year Lees lost 123 sizeable contract carpet bids. (In 1964 contract directory, p.99) Appl. author: Doyle Dane Bernbach, Inc. © James Lees & Co., a division of Burlington Industries; 28Dec63; KK179299.

Lees makes the sun in blue and green; it's really an area rug. (In House & garden, Mar. 1964, p.121) Appl. author: Doyle Dane Bernbach, Inc. © James Lees & Sons Co., a division of Burlington Industries; 27Feb64; KK179298.

6 different carpetmakers have the exact green you want, whose green should you buy? (In House beautiful, Mar. 1964, p.37) Appl. author: Doyle Dane Bernbach, Inc. © 28Feb64; KK179475.

Tomorrow morning Lees can call you. (In National furniture review, Dec. 1963, p.50-51) Appl. author: Doyle Dane Bernbach, Inc. © James Lees & Sons Co., a division of Burlington Industries; 28Nov63; KK177887.

\$25 per sq. ft., we don't have the nerve to sell it by the sq. yd. (In House beautiful, Apr. 1964, p.43) Appl. author: Doyle Dane Bernbach, Inc. © James Lees & Sons Co., a division of Burlington Industries; 28Mar64; KK179783.

What's the most expensive school floor covering you can buy? (In The Catholic market, Apr. 1964, p.17) Appl. author: Doyle Dane Bernbach, Inc. © 30Mar64; KK180514.

Wool, nylon, or acrylic carpet? If you buy by fiber alone, you could be in trouble. (In The Columbus dispatch magazine, Mar. 15, 1964, p.38) Appl. author: Doyle Dane Bernbach, Inc. © James Lees & Sons Co., a division of Burlington Industries; 15Mar64; KK179793.

LEHIGH VALLEY INDUSTRIES, INC.

SIGNAL-STAT CO. See SIGNAL-STAT CO.

LEHN & FINK PRODUCTS CORP. PROFESSIONAL DIVISION.

Staph newsletter. Series with significant suggestions for controlling cross infections. (In Hospital management) Appl. author: Robert E. Wilson, Inc. © Lehn & Fink Products Corp., Professional Division (in notice: L & F) 29. © 28Feb64; KK179191.

- Staph newsletter. Series with significant suggestions for controlling cross infections. (In Hospital topics) Appl. author: Robert E. Wilson, Inc. © Lehn & Fink Products Corp., Professional Division (in notice: L & F) 28. © 20Dec63; KK178137.
- LESLIE CREATIONS, INC. MAIL ORDER METHODS. See MAIL ORDER METHODS.
- LEVER BROS. CO. ©
An extraordinary offer from Pepsodent and Stripe, Arthur Murray will teach you today's ten top dances in your own home. (In Look, Feb. 11, 1964, p.117) Appl. author: Foote, Cone & Belding. © 28Jan64; KK178550.
Great flavor robbery; Imperial margarine. (In Watertown times, Mar. 4, 1964, p.19) Appl. author: Foote, Cone & Belding. © 4Mar64; KK179013.
Great flavor robbery; stolen from nature's own spread by Imperial, a priceless flavor secret; margarine. (In Watertown times, Feb. 1964, p.21) Appl. author: Foote, Cone & Belding. © 5Feb64; KK178558.
- LEVI (SIMON) CO., LTD. ©
Cluny Scotch, bottled in Scotland. (In Los Angeles times, Sept. 27, 1963, p.24) Appl. author: Herb C. Brown. © 27Feb63; KK178531.
- LEVITT & SONS, INC. ©
We're opening a new community of Levitt homes in Strathmore at Franklin Township, New Jersey. (In The New York times, Apr. 12, 1964, p.2-3) Appl. author: Doyle Dane Bernbach, Inc. © 12Apr64; KK179860.
- LEVY (E. S.) & CO. ©
I'm Ondine, I'm French, and new, and marvelous. (In The Galveston news, Apr. 12, 1963, p.60) © 12Apr64; KK180046.
- LEWIS, ROY L. ©
A new concept in trading stamps and a blue chip investment with maximum current dividends; this is the new ... Savings & Loan (S&L) blue trading stamp. Sheet. © 26Mar64; KK179377.
- LILY-TULIP CO. ©
Kitchen fresh design; no.17165; 1 pint liq. [Rows of rectangles with oval figures, with foods superimposed] © 16Apr59; KK179111.
- LILY-TULIP CORP. ©
Bandanna design; hot drink cup; no.2109H. [Leaf shaped abstractions & stems lined with seeds] © 3Feb64; KK180263.
- LILY-TULIP CUP CORP. ©
Have fun; amusement design; no.8LT6H. On cup. © 12Dec63; KK180686.
Iced beverage design; no.1457. On cup. © 20Mar64; KK179613.
- LINCOLN NATIONAL LIFE INSURANCE CO. ©
The image of his greatness still lives with us. Illus. Signed: C. C. Beall. (In The Saturday evening post, Feb. 8, 1964, p.3 of cover) Appl. author: Maxon, Inc. © 8Feb64; KK178578.
- LINDA RECORDS. ©
Stompin' at the Rainbow; the Mixtures; LP-3301. Record sleeve. Appl. author: Faro Productions. © 21Jun62; KK179035.
- LINK-MOBILE DIVISION, NORTHWESTERN MOTOR CO. See NORTHWESTERN MOTOR CO. LINK-MOBILE DIVISION.
- LIPKA, JOHN. ©
Push-Up Bars, a natural exercise for body building; model no.430. Sheet. © 5Mar63; KK178968.
- LIPTON (THOMAS J.) INC. ©
Wish-Bone cole slaw, potato salad dressing; contents 8 fl. oz. Slip. © 28Nov62; KK179628.
- LISTEN & LEARN RECORD CO. ©
Agoo, the Hunter, the story of fire. Record sleeve. (Children's classic series, A-103) © 24Oct62; KK179167.
The kite and the key, the story of thunder & lightning. Record sleeve. (Children's classic series, A-104) © 24Oct62; KK179169.
Mother's magic sandman. Record sleeve. (Children's classic series, A-102) © 24Oct62; KK179168.
Things to do on a rainy day: Let's play fire chief, Let's play engineer. Record sleeve. (Children's classic series, A-101) © 24Oct62; KK179166.
- LITERARY PRODUCTIONS, INC. ©
Literary Productions presents Music and the spoken word improvisations of sacred hymns, spirituals and gospel airs performed by John T. Lucas, organist. Record sleeve. © 6Mar64 (in notice: 1963); KK180220.
- LITTLE RED HEN, INC. ©
Country chicken; golly it's good. Card. © 21Nov63; KK179968.
- LITTLE SWEETS, INC. ©
Desserts in the finest French tradition; two individual table ready portions; net wt. 3 1/2 ozs. On folding carton. Appl. author: Alvin A. Baer. © 28Jan64; KK178940.
- LOCKE MANUFACTURING CO. ©
Adjust-a-Rail sales action time. Folder. (Form no.6413) © 10Dec63; KK178117.
- LOFT CANDY CORP. ©
Assorted chocolate covered nuts; 1 pound net. On wrapper. © 6Apr64; KK180000.
Candies; one pound net weight. (Loft's flowers & bow springtime chocolates) On wrapper. © 24Mar64; KK179940.
Countryside delights; 1 pound net weight. On wrapper. © 20Apr64; KK179969.
- LONDON RECORDS, INC. ©
The prince and the pauper; original cast recording; AMS 98001. Record sleeve. © 13Dec63; KK178186.
- LONG (W. E.) CO. - I.B.C. ©
Holsum bread is important to you, here's why. [Family climbing fence] (In The Miami herald, Mar. 15, 1963, p.10-E) © 15Mar63; KK177776.
Holsum bread is important to you, here's why. Kitchen scene. (In The Miami herald, Feb. 15, 1963, p.6-E) © 15Feb63; KK177775.
- LONG JOHN IMPORTING CO. ©
The Scotch they prefer in Scotland. (In Burlington free press, Feb. 18, 1964, p.2) © 18Feb64; KK179293.
- LONGLIFE FISH FOOD PRODUCTS.
Instant Aqua-D-Chlor; 358. Card. © Longlife Fish Food Products, division of Sternco Industries, Inc.; 10Feb64; KK179898.
Master pH test kit for aquarium water; no.410. Card. © Longlife Fish Food Products, division of Sternco Industries, Inc.; 27Feb64; KK179376.
- pH test kit for aquarium water; no.408. Card. © Longlife Fish Food Products, division of Sternco Industries, Inc.; 27Feb64; KK179389.
- LONGLIFE FISH FOOD PRODUCTS CO.
Aquarium salt; no.520; net weight 1 lb. On folding carton. © Longlife Fish Food Products Co., division of Sternco Industries, Inc.; 2Dec63; KK177841.
- LORILLARD (P.) CO. ©
The first imperial-size cigarette ... York. (In The New Yorker, Mar. 3, 1962) © 3Mar62; KK179601.
More refreshing to begin with, more refreshing all the way; Newport filter cigarettes. (In Look, May 8, 1962) © 8May62; KK180774.
More refreshing to begin with, more refreshing all the way; Newport refreshes while you smoke. (In Look, July 3, 1962) © 3Jul62; KK180487.
Newport refreshes while you smoke; only Newport gives you the soothing coolness of menthol. (In Life, June 1, 1962) © 1Jun62; KK180178.
Your taste buds will tell you why you'll feel better about smoking with the taste of Kent. Couple with skis. (In Ebony, Apr. 1962, p.5) © 15Mar62; KK180929.
- LOWMAN, JOSEPHINE. ©
BIP beauty chart; BIP weight chart. NM: rev. & additions. © 5Jan64; KK178546.
- LUXOR LIGHTING PRODUCTS, INC. ©
Accessories, schedule of prices. Sheet. (Form F641-883) © 18Jun64; KK181123.
Arc-Escent fixtures by Luxor; schedule of prices and specifications, effective April 1, 1964. Sheet. © 10Apr64; KK180262.
Arc-escent storm Lux fixture; model no.5584. Sheet. © 8May64; KK180783.
Fluorescent fixtures by Luxor, schedule of prices and specifications effective February 1, 1964. Folder. © 31Jan64; KK178487.
Haloglow series. Sheet. © 2Jun64; KK180809.
Luxor grand national 1964 olympics. Folder. © 31Jan64; KK178488.
Plastaglow series, with U-shaped low brightness prismatic diffuser. Sheet. © 22May64; KK180688.
Shalloglow series. Sheet. © 15May64; KK180784.

M

- MKA.
New three compartment deluxe Hold-All portable storage arm rest. Sheet. © Martin Krone d.b.a. MKA; 28Jun63; KK178340.
- MSL INDUSTRIES, INC. ©
Are you getting yours? There's still time to get your free Sony television or radio. Card. © 24Apr64; KK180327.
- MACBICK CO.
Accurette, sodium chloride, U. S. P. 9.0 gm. On bag. Appl. author: Daniel A. Cronin, Jr. © MacBick a.a.d.o. MacBick Co.; 11Oct63; KK178527.
Distilled water for external use only. (Identification tag for distilled water and surgical solutions) Card. Appl. author: Daniel A. Cronin, Jr. © MacBick a.a.d.o. MacBick Co.; 11Oct63; KK178528.

MCCORMICK & CO., INC. ©

Brown gravy mix, beef flavored;
7/8 oz. net wt. On bag.
© 27Jan64; KK178493.
Cheese sauce mix; 1 1/2 oz. net wt.
On bag. © 27Jan64; KK178494.
Cinnamon sugar; 3 ozs. net wt.
Sticker. © 23Apr64; KK180063.
Fruit gard; net wt. 2 3/4 ozs.
On wrapper. © 19May64; KK180612.
Look who's cooking like a gourmet
now; it's so easy with gourmet
spices by McCormick-Schilling.
Curry supreme. (In The Reader's
digest, Mar. 1962, p.171)
© 25Feb62; KK178689.
Onion gravy mix; 7/8 oz. net wt. On
wrapper. © 10Jan64; KK178115.
Sour cream sauce mix; 1 1/2 ozs. net
wt. On bag. © 27Jan64; KK178495.

MCGOWN (PEARL K.) INC. ©
Dear HooKraTtsman.

© 15Nov63; KK177938.
© 15Jan64; KK178166.
© 15Feb64; KK180014.
© 15Mar64; KK180015.
© 15Apr64; KK180602.

MCILHENNY CO. ©

The art of seasoning barbecue; Tabasco.
Easy barbecue sauce. (In Better
homes and gardens, July 1964, p.84)
Appl. author: Knox Reeves-Fitzgerald
Advertising. © 16Jun64; KK181280.
The art of seasoning barbecue;
Tabasco. Easy barbecue sauce
recipe. (In Honolulu star-bulletin,
Apr. 1, 1964, p.20) Appl. author:
Knox Reeves-Fitzgerald Advertising.
© 1Apr64; KK180245.
The art of seasoning eggs; Tabasco
scrambled eggs. (In McCall's,
Mar. 1964, p.40) Appl. author:
Knox Reeves-Fitzgerald Advertising.
© 20Feb64; KK179458.
The art of seasoning salad; Tabasco.
(In Honolulu star-bulletin,
Mar. 4, 1964, p.1) Appl. author:
Knox Reeves-Fitzgerald Advertising.
© 4Mar64; KK180581.
The art of seasoning salads; Tabasco.
Tabasco green mayonnaise. (In
Ebony, May 1964, p.100) Appl. author:
McIl Knox Reeves-Fitzgerald.
© 16Apr64; KK180266.
The art of seasoning seafood;
Tabasco tartar sauce. (In Honolulu
star-bulletin, Mar. 18, 1964, p.7)
Appl. author: Knox Reeves-Fitzgerald
Advertising. © 18Mar64; KK179974.
Discover the new seasoning 100 years
old ... Tabasco. (In Ladies'
home journal, Jan.-Feb., 1964,
p.132J) Appl. author: Knox
Reeves-Fitzgerald Advertising.
© 7Jan64; KK179588.
Send for 40 page recipe booklet from
Tabasco, the new seasoning 100 years
old. (In Hawaii tribune-herald,
Mar. 5, 1964, p.9) Appl. author:
Knox Reeves-Fitzgerald Advertising.
© 5Mar64; KK179304.
Surely your guests appreciate the
difference, when you season with
Tobasco. (In Ebony, Feb. 1964,
p.66) Appl. author: Knox Reeves-
Fitzgerald Advertising. © 16Jan64;
KK178946.
To prepare the super-burger: wear
a John Weitz original and season
with Tabasco, the original pepper
sauce. (In Seventeen, Apr. 1964,
p.192) Appl. author: Knox Reeves-
Fitzgerald Advertising. © 30Mar64;
KK179552.

MCKAY, CAMERON W. ©

Your baby's first year; over 48 min-
utes of authoritative information
and sheer delight. Record sleeve.
© 15Apr64; KK180521.

MACO TOYS, INC. ©

Battle ribbons; no.141. Folder.
© 6Jan64; KK180951.
Canteen; no.131. On folding carton.
© 6Jan64; KK181137.
Canteen and mess kit; no.133. On
folding carton. © 6Jan64;
KK181140.
Grenade set; no.111. On folding
carton. © 6Jan64; KK181139.
Hand grenade; no.61. On folding
carton. © 6Jan64; KK181144.
Hand grenade; no.135. On folding
carton. © 6Jan64; KK181141.
Lieutenant side arms; no.112.
On folding carton. © 6Jan64;
KK180950.
Mess kit; knife, spoon and fork;
no.132. On folding carton.
© 6Jan64; KK181142.
Molotov cocktail, tank buster;
no.140. On folding carton.
© 6Jan64; KK180926.
Piggyback gun; no.240. Folder.
© 6Jan64; KK181138.
Walkie-Talkie; no.110. Card.
© 6Jan64; KK181143.

MACSHORE CLASSICS, INC. ©

Beaches are for weekends. (In
Seventeen, May 1964, p.49)
Appl. author: Rockmore Co.
© 28Apr64; KK180432.
The big payoff. (In Glamour,
May 1964, p.57) Appl. author:
Rockmore Co. © 20Apr64; KK180434.
The catered lunch. (In Mademoiselle,
Feb. 1964, p.2 of cover) Appl.
author: Rockmore Co. © 28Jan64;
KK180036.
The executive is a lady. (In
Glamour, Apr. 1964, p.95)
Appl. author: Rockmore Co.
© 20Mar64; KK180436.
Five o'clock and all is well.
(In Mademoiselle, Apr. 1964,
p.113) Appl. author: Rockmore
Co. © 29Mar64; KK180435.
A message to department store
executive: Read about the biggest
and most neglected market in
ready-to-wear, the Incomers.
(In Women's wear daily, Jan. 8,
1964, p.20-21) Appl. author:
Rockmore Co. © 8Jan64; KK178375.
The vacation break. (In Glamour,
Apr. 1964, p.73) Appl. author:
Rockmore Co. © 20Mar64; KK180433.
The white-lace-collar job. (In
Ebony, Apr. 1964, p.179)
Appl. author: Rockmore Co.
© 19Mar64; KK180431.
Who can ignore America's new
heroine? (In The New York times
magazine, Jan. 12, 1964, p.26-27)
Appl. author: Rockmore Co.
© 12Jan64; KK178376.

MAGIC FINGERS, INC. ©

About Magic Fingers. Folder.
NM: additions. © 2Aug63 (in
notice: 1960); KK179810.

MAGLA PRODUCTS.

Asbestos lined iron rest; no.1825.
Sticker. Appl. author: Irwin
Hanopole. © Herbert Glatt d.b.a. Magla
Products; 14Feb64; KK179033.
Double compartment dampening bag;
no.1823. Appl. author: Irwin
Hanopole. © Herbert Glatt d.b.a. Magla
Products; 14Feb64; KK179027.
Heavy cotton dura-drill ironing cover
and pad set; no.2056. On bag.
Appl. author: Irwin Hanopole.
© Herbert Glatt d.b.a. Magla
Products; 14Feb64; KK179026.
Laundry bag; no.1820. Appl. author:
Irwin Hanopole. © Herbert Glatt
d.b.a. Magla Products; 14Feb64;
KK179030.
Lingerie bag; no.1822. Appl. author:
Irwin Hanopole. © Herbert Glatt
d.b.a. Magla Products; 14Feb64;
KK179029.

Oval basket liner; no.1826. On bag.

Appl. author: Irwin Hanopole.
© Herbert Glatt d.b.a. Magla
Products; 14Feb64; KK179032.
Pressing cloth; no.1824. On bag.
Appl. author: Irwin Hanopole.
© Herbert Glatt d.b.a. Magla
Products; 14Feb64; KK179028.
Round basket liner; no.1827. On bag.
Appl. author: Irwin Hanopole.
© Herbert Glatt d.b.a. Magla
Products; 14Feb64; KK179031.
Silicone and oilum ironing cover and
pad; no.1156. On bag. Appl.
author: Irwin Hanopole. © Herbert
Glatt d.b.a. Magla Products;
14Feb64; KK179034.

MAGNAFLO CO., INC. ©

Winter-start insurance; this card
is your insurance against battery
failure in your car. Appl. author:
Norman S. Bramer. NM: "new text
and editorial revision." © 8Nov63;
KK177969.

MAGRO (JOHN L.) ADV., INC. ©

Sugar with vitamins is now available;
Dextra sugar. (In The Post &
times-star, Cincinnati, July 16,
1963, p.19) © 16Jul63; KK178684.

MAICO ELECTRONICS, INC. ©

The facts about nerve deafness. 1 v.
© 1Feb64; KK180648.
A lifetime of better hearing with
your Maico Capella hearing glasses;
model BE user's manual. 1 v.
© 13Apr64; KK179963.
A lifetime of better hearing with
your Maico Celebrity II hearing
glasses; model BF user's manual.
1 v. © 13Apr64; KK179962.
New compact convenience for school
and industrial hearing tests;
transistorized MA 12 portable
audiometer. Folder. © 13Apr64;
KK179964.

MAIDENFORM, INC. ©

Day Dreams bra by Maidenform with new
custom curved straps that stretch.
(In Vogue, Apr. 15, 1964, p.17)
Appl. author: Norman, Craig & Kummel,
Inc. © 15Apr64; KK180544.
14,400 times a day, every time she
breathes, your customer needs new
Concertina bra by Maidenform. (In
Women's wear daily, Dec. 26, 1963,
section 2, p.32-33) Appl. author:
Norman, Craig & Kummel, Inc.
© 26Dec63; KK178173.
14,400 times a day your bra size
changes ... new Concertina bra.
(In Life, Apr. 24, 1964, p.34)
Appl. author: Norman, Craig,
& Kummel, Inc. © 20Apr64; KK180579.
I dreamed I was the catch of the
season in my Maidenform bra;
Undertone. (In American girl,
Feb. 1964, p.7) Appl. author:
Norman Craig & Kummel, Inc.
© 25Jan64; KK178499.
I dreamed I was way out in my
Maidenform bra. (In McCall's,
Mar., 1964, p.19) Appl. author:
Norman, Craig, & Kummel, Inc.
© 20Feb64; KK179589.
I dreamed I went to work in my
Maidenform Bra. (In Life, Feb. 28,
1964, p.16) Appl. author: Norman,
Craig & Kummel, Inc. © 28Feb64;
KK179993.
Maidenform makes the plunge comfortable
with straps that stretch. (In
Women's wear daily, Feb. 27, 1964,
p.35) Appl. author: Norman, Craig,
& Kummel, Inc. © 27Feb64;
KK179991.
New, lavish lace over cotton that
shapes at the pretty price of
\$2.50; Spindrift. (In Press
enterprise, Mar. 10, 1964, p.B-5)
Appl. author: Norman, Craig &
Kummel, Inc. © 10Mar64; KK179213.

- New Undertone with stretching straps takes top honors in the biggest teen promotion in Maidenform history. (In Corset and underwear review, May 1964, p.22) Appl. author: Norman, Craig & Kummel, Inc. © 25Apr64; KK180656.
- When we say stretch, we mean business. (In Women's wear daily, May 21, 1964, p.31) Appl. author: Norman, Craig & Kummel, Inc. © 21May64; KK180668.
- Who took the curling, rippling, twisting out of straps that stretch? (In Herald examiner, Los Angeles, Feb. 5, 1964, p.C-2) Appl. author: Norman, Craig & Kummel, Inc. © 5Feb64; KK180545.
- Who took the curling, rippling, twisting out of straps that stretch? (In Life, Mar. 27, 1964, p.2) Appl. author: Norman, Craig & Kummel, Inc. © 27Mar64; KK179990.
- Who took the curling, rippling, twisting out of straps that stretch? (In Seventeen, Apr. 1964, p.10) Appl. author: Norman, Craig & Kummel, Inc. © 31Mar64; KK180543.
- You'll never yank at a girdle again, Maidenform's new Concertina. (In Life, Mar. 6, 1964, p.R2) Appl. author: Norman, Craig & Kummel, Inc. © 6Mar64; KK179214.
- MAIDENFORM SPORTSWEAR, INC. ©**
Everyone's wild about the Wildcats; Maidenform swimwear. (In Women's wear daily, Nov. 6, 1963, p.41) Appl. author: Norman Craig & Kummel, Inc. © 6Nov63 (in notice: 1964); KK177075.
- It's open season on Wildcats; swimwear. (In Women's wear daily, Jan. 15, 1964, p.35) Appl. author: Norman Craig & Kummel, Inc. © 15Jan64; KK178160.
- Maidenform unleashes the Wildcats; swimwear. (In The New York times magazine, Jan. 5, 1964, p.25) Appl. author: Norman Craig & Kummel, Inc. © 5Jan64; KK178159.
- Making a killing, Wildcats. (In Women's wear daily, Dec. 4, 1963, p.21) Appl. author: Norman, Craig & Kummel, Inc. © 4Dec63; KK178343.
- One good stretch deserves another; Sportmaker by Maidenform. (In Women's wear daily, Nov. 6, 1963, p.43) Appl. author: Norman, Craig & Kummel, Inc. © 6Nov63 (in notice: 1964); KK177074.
- Presenting Sportmaker's schizo ski jackets. (In Women's wear daily, Apr. 15, 1964, p.27) Appl. author: Norman, Craig & Kummel, Inc. © 15Apr64; KK180816.
- Sportmaker gives kicky new direction to stretch; slick, slim-as-a-whistle new pants. (In The New York times magazine, Jan. 19, 1964, p.21) Appl. author: Norman Craig & Kummel, Inc. © 19Jan64; KK178500.
- Sportmaker gives mohair the flair. (In Women's wear daily, Apr. 1, 1964, p.19) Appl. author: Norman, Craig & Kummel, Inc. © 1Apr64; KK179826.
- Sportmaker goes all out; more sweaters. (In Women's wear daily, Apr. 22, 1964, p.31) Appl. author: Norman, Craig & Kummel, Inc. © 22Apr64; KK180818.
- Sportmaker's harvesting a new sweater crop. (In Women's wear daily, May 20, 1964, p.23) Appl. author: Norman, Craig & Kummel, Inc. © 20May64; KK180667.
- Sportmaker's hot on the trail; the wildest new jackets. (In Women's wear daily, May 6, 1964, p.19) Appl. author: Norman, Craig & Kummel, Inc. © 6May64; KK180819.
- Sportmaker's in the midst of a winning streak. (In Women's wear daily, Apr. 8, 1964, p.31) Appl. author: Norman, Craig & Kummel, Inc. © 8Apr64; KK179825.
- Sportmaker's stretch will go to any lengths to win. (In California apparel news, Jan. 24, 1964, p.13) Appl. author: Norman, Craig & Kummel, Inc. © 24Jan64; KK178894.
- Stretch your imagination; Sportmaker. (In The New York times magazine, Jan. 12, 1964, p.50) Appl. author: Norman Craig & Kummel, Inc. © 12Jan64; KK178158.
- What's getting into the Sportmaker act? (In Women's wear daily, Mar. 11, 1964, p.27) Appl. author: Norman, Craig & Kummel, Inc. © 11Mar64; KK179827.
- What's going on at Sportmaker? Sweaters. (In Women's wear daily, Apr. 29, 1964, p.9) Appl. author: Norman, Craig & Kummel, Inc. © 29Apr64; KK180817.
- Who's best in the home stretch? Sportmaker by Maidenform sets the pace. (In Women's wear daily, Nov. 20, 1963, p.35) Appl. author: Norman, Craig & Kummel, Inc. © 20Nov63 (in notice: 1964); KK177284.
- Win more profits, place your order now, show all 3 separates. (In Women's wear daily, May 27, 1964, p.27) Appl. author: Norman, Craig & Kummel, Inc. © 27May64; KK180779.
- You've got to go a long way to top Sportmaker stretch pants. (In Women's wear daily, Mar. 18, 1964, p.29) Appl. author: Norman, Craig & Kummel, Inc. © 18Mar64; KK179319.
- MAIL ORDER METHODS.**
Your name and address imprinted here. [Family runs to meet mailman] Folder. (Brochure, no.963) Appl. author: John J. Leslie, Jr. © Mail Order Methods, division of Leslie Creations, Inc.; 13Sep63; KK181112.
- Your name and address imprinted here. [Young family relaxing as mailman waves goodbye] Folder. (Brochure no.364) Appl. author: John J. Leslie, Jr. © Mail Order Methods, division of Leslie Creations, Inc.; 3Apr64; KK181113.
- MALCO PRODUCTS, INC. ©**
Carburetor cleaner; net contents 16 fluid ounces. On can. Appl. author: Murray Glauberman. © 30Nov62; KK180920.
- Engine spray degreaser; net contents 14 fluid ounces. On can. Appl. author: Murray Glauberman. © 31Oct62; KK180922.
- Faf keeps gas dry; net contents, 12 fl. oz. On can. Appl. author: Murray Glauberman. © 30Nov59; KK180918.
- Fast Wax, easiest car wax to use; net weight 9 ounces. On wrapper. Appl. author: Murray Glauberman. © 28Feb62; KK179574.
- Frost remover; net contents: one pint. On can. Appl. author: Murray Glauberman; 29Oct59; KK180919.
- Heavy duty water pump lubricant; net contents 12 fl. oz. On can. Appl. author: Murray Glauberman. © 8Mar64; KK180923.
- Pre-wax cleaner; net contents 14 fluid ounces. On can. Appl. author: Murray Glauberman. © 31Oct62; KK180921.
- Windshield washer solvent anti-freeze; net contents 16 fl. oz. On can. Appl. author: Murray Glauberman. © 30Aug63; KK180924.
- MANHEIM MANUFACTURING & BELTING CO. ©**
New Manheim Twistlink, the newest low cost, fractional horsepower v-belt for light duty power transmission and conveying. Sheet. Appl. author: Foltz-Wessinger, Inc. © 30Mar64; KK179487.
- MANKIN (R. S.) ©**
Sears, Roebuck and Co. mailbox stands, smart new designs in distinctive, sturdy wrought iron; no.9600. Card. Appl. author: Locke Manufacturing Co. © 10Dec63; KK178309.
- MANUFACTURERS' COUNCIL OF NEW BRITAIN (CONN.)**
For New Britain, the security and prosperity of New Britain depend on industry. (In New Britain herald, June 23, 1964, p.3) Appl. author: Bozell & Jacobs, Inc. © Manufacturers' Council of New Britain; 23Jun64; KK181189.
- New Britain needs industry, needs New Britain. (In New Britain herald, May 12, 1964) Appl. author: Bozell & Jacobs, Inc. NM: additions. © Manufacturers' Council of New Britain; 12May64; KK180731.
- That's my boy. (In New Britain herald, May 26, 1964) Appl. author: Bozell & Jacobs, Inc. © Manufacturers' Council of New Britain; 26May64; KK180765.
- What's a fringe? (In New Britain herald, June 9, 1964, p.3) Appl. author: Bozell & Jacobs, Inc. © Manufacturers' Council of New Britain; 9Jun64; KK180869.
- MAPSCO PRODUCTS, INC. ©**
Contour tank ball; no.1054. Folder. © 30Dec63; KK178184.
- MARATHON.**
A & M sweet cream butter; net wt. 1 lb. On folding carton. Appl. author: Richard J. Schluessel. © Marathon, division of American Can Co.; 15May64; KK180970.
- Homestead vanilla ice cream; one half gallon liquid. On folding carton. (Standard design 5700) Appl. author: Richard J. Schluessel. © Marathon, div. of American Can Co.; 16Dec63; KK178392.
- MARKET GAMES CO. ©**
The big top. Sheet. Appl. author: Joseph F. Picarelli. © 19Feb64; KK180199.
- Royal flush. Sheet. Appl. author: Joseph F. Picarelli. © 19Feb64; KK180198.
- MARS, INC. ©**
Orbit the earth sweetstakes, win a 28 day 'round-the-world trip for two. (In Life, Feb. 21, 1964, p.50-51) Appl. author: Needham, Louis & Brorby, Inc. © 16Feb64; KK179737.
- MARSH WALL PRODUCTS, INC. ©**
New Marlite murals, masterpieces of mural art, crafted in gold. Folder. Appl. author: James Watson McNoldy. © 29Apr63; KK179446.
- MARTINEZ, VIRGINIA H. ©**
A family affair, a trio of homebreds from Hideaway Kennels. Card. © 16Apr64; KK181001.
- MARVIC ADVERTISING CORP. ©**
Gro-Me toys; just add water and watch them grow. Card. Appl. author: Irving V. Nissman. © 10Dec63; KK178262.
- MASAL CO., INC. ©**
Kiddie's party watch. Card. Appl. author: Max Saalheimer. © 3Mar64; KK179045.
- MATICHKA, JULIUS M. See ALDEN DISTRIBUTOR.**

MATTEL, INC. ©

Midge, jr. jigsaw puzzle; no.4511; 100 pieces. On wrapper. © 22Jan64 (in notice: 1963); KK179020.

MAYFIELD LABORATORIES, INC. ©

Every day more women switch to tampons and now Playtex introduces ... Sure. Sheet. © 9Apr64; KK180401.

Every day more women switch to tampons and now, Playtex introduces the first major improvement; Sure. Sheet. © 9Apr64; KK179776.

Introducing Sure, the new self-adjusting tampon. [Girl standing by tree] Sheet. © 25Mar64; KK180242.

Introducing Sure, the new self-adjusting tampon. [Hand & beaker, & 2 views of beaker tests] Sheet. © 25Mar64; KK180231.

Introducing Sure, the new self-adjusting tampon. [Hand & beaker, & 3 views of beaker tests] Sheet. © 25Mar64; KK180232.

Introducing Sure, the new self-adjusting tampon. [Hand & beaker, & 3 views of beaker tests] Sheet. © 25Mar64; KK180243.

Introducing Sure, the self-adjusting tampon. [Girl standing by rocks] Sheet. © 25Mar64; KK180227.

Introducing Sure, the self-adjusting tampon. [Head of girl & 2 views of beaker tests] Sheet. © 25Mar64; KK180225.

MEARL CORP. ©

The manufacture of simulated pearls; Mearlmaid, Nacromer, Mearlite, Murano. 15 p. © 25Sep63; KK178089.

MEARS & REISCH. ©

This is the story of where I live; information on the purchase of an apartment in Leisure World. Folder. Appl. author: M. W. Mears. © 1Mar64; KK190101.

MELTON, LAWRENCE H. See TEXAS COWBOY CAFE.

MELVILLE SHOE CORP. ©

I'm shocked; the Thom McAn exclusive five way fit. Folder. NM: additions. © 2Mar64; KK180096.

Our shoes must fit 5 ways before we let your child wear them; Thom McAn. Sheet. © 30Oct63; KK178175.

MERCHANTS & FARMERS BANK OF PORTSMOUTH, VIRGINIA. ©

Announcing Merchants & Farmers' ScholarDollar plan. (In The Virginian pilot, Portsmouth ed., Mar. 8, 1964, p.G-4) Appl. author: Major & Bie, Inc. © 8Mar64; KK180904.

MERRIAM (G. & C.) CO. ©

Give today's high school graduate this key to success in college; give Webster's Seventh New Collegiate. (In The Atlantic, May 1964, p.139) © 27Apr64; KK180464.

New, from Merriam-Webster; word watching brings you the only dictionary of its kind, Webster's seventh new collegiate. Sheet. © 6Jan64; KK177980.

MERRY MANUFACTURING CO. ©

Battle medic, make believe first aid; no.1207:59. On folding carton. © 3Jan64 (in notice: 1963); KK178703.

Combat doctor, make believe first aid; no.1216:100. On folding carton. © 3Jan64 (in notice: 1963); KK178701.

Miss Merry's After Bath, new play foam tray; no.1209:59. On folding carton. © 3Jan64 (in notice: 1963); KK178467.

Miss Merry's Glamour Compacts, new play foam tray; no.1212:100. On folding carton. © 3Jan64 (in notice: 1963); KK178465.

Miss Merry's Glamour Nails, new play foam tray; no.1208:59. On folding carton. © 3Jan64 (in notice: 1963); KK178468.

Miss Merry's Hospital Set, new play foam tray; no.1215:100. On folding carton. © 3Jan64 (in notice: 1963); KK178461.

Miss Merry's Match 'n Make-up, new play foam tray; no.1210:100. On folding carton. © 3Jan64 (in notice: 1963); KK178460.

Miss Merry's Model's Make-up, new play foam tray; no.1205:59. On folding carton. © 3Jan64 (in notice: 1963); KK178469.

Miss Merry's Party Glamour, new play foam tray; no.1211:100. On folding carton. © 3Jan64 (in notice: 1963); KK178473.

Miss Merry's Pretty Face, new play foam tray; no.1203:39. On folding carton. © 3Jan64 (in notice: 1963); KK178472.

Miss Merry's Pretty Hair, new play foam tray; no.1202:39. On folding carton. © 3Jan64 (in notice: 1963); KK178471.

Miss Merry's Pretty Lips 'n Fingertips, new play foam tray; no.1213:100. On folding carton. © 3Jan64 (in notice: 1963); KK178466.

Miss Merry's Pretty Nails, new play foam tray; no.1201:39. On folding carton. © 3Jan64 (in notice: 1963); KK178470.

Miss Merry's Visiting Nurse, new play foam tray; no.1206:59. On folding carton. © 3Jan64 (in notice: 1963); KK178462.

Mister Merry's Lookin' Good 'Lectric Shave, battery operated buzzing shaver, new play foam tray; no.1218:100. On folding carton. © 3Jan64 (in notice: 1963); KK178463.

Mister Merry's really neat, new play foam tray; no.1217:100. On folding carton. NM: revisions. © 3Jan64 (in notice: 1963); KK178702.

Mister Merry's Shavin' Stuff, new play foam tray; no.1204:39. On folding carton. © 3Jan64 (in notice: 1963); KK178464.

METAL STRUCTURES CORP. ©

Mesco metal buildings. 1 v. NM: actual photos in lieu of artist's rendering. Appl. author: Bill Bledsoe. © 1Mar64; KK180265.

METHODS RESEARCH CORP. ©

Magnetic visual control systems. 22 p. NM: revisions & additions. © 1Jan64; KK181165.

MICHIGAN CHEMICAL CORP. ©

Hand you a line? Sure we will. (In Chemical week, May 2, 1964, p.1) Appl. author: Aves Advertising, Inc. © 2May64; KK180663.

How do you want your Y₂O₃? (In The Microwave Journal, Mar. 1964, p.44) Appl. author: Aves Advertising, Inc. © 12Mar64; KK180664.

No charge for alterations. (In Chemical week, Feb. 8, 1964, p.1) Appl. author: Aves Advertising, Inc. © 8Feb64; KK180662.

Pick a tanker, any tanker, ready to spread Dustmaster liquid chloride. (In Michigan roads and construction, Feb. 13, 1964, p.5) Appl. author: Aves Advertising, Inc. © 13Feb64; KK180666.

Pitch the pails, dump the drums, but please return the tank trucks. (In Chemical week, Jan. 11, 1964, p.1) Appl. author: Aves Advertising, Inc. © 11Jan64; KK180665.

These rare earth metals can help you. (In Nucleonics, Apr. 1964, p.80) Appl. author: Aves Advertising, Inc. © 12Apr64; KK181065.

MICHIGAN CREDIT UNION LEAGUE. ©

There's a fortune in your dividends. Folder. © 8Jun64; KK181279.

MILES LABORATORIES, INC. ©

How important are antacids when specifying the salicylate dosage form? (In Medical times, Feb. 1964, p.99a) Appl. author: Robert E. Wilson, Inc. © 20Jan64; KK178845.

MILLAR (E. B.) & CO.

Here's coffee so good you want the flavor to linger on, and on, and on; Mocha & Java. (In Chicago Tribune, Dec. 19, 1963) © E. B. Millar & Co. (in notice: E. B. Millar); 19Dec63; KK178530.

MILLER BREWING CO. ©

Enjoy life with Miller high life; twin couple. (In Life, Jan. 17, 1964, p.5) Appl. author: C. A. Mathisson. © 13Jan64; KK178239.

Sparkling, flavorful, distinctive; Miller High Life. (In Golf, Apr. 1964, p.19) Appl. author: C. A. Mathisson. © 25Mar64; KK179751.

Sparkling, flavorful, distinctive; Miller High Life. [Young couple & middle-aged couple in bowling scene] (In Life, Mar. 20, 1964, p.61) Appl. author: C. A. Mathisson. © 16Mar64; KK179323.

MILLION MARKET NEWSPAPERS, INC. ©

News about your health from the American Medical Association. Sheet. © 28May64; KK180766.

MILLS PRODUCTS CORP. ©

New seamless front closure Shieldeze; style no.99. On bag. Appl. author: Harry Mills. © 15May64; KK181319.

MINNEAPOLIS STAR & TRIBUNE CO. ©

Easy-to-follow instructions for building an All-America city. (In Advertising age, May 4, 1964) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 4May64; KK180692.

On August 7, 1963, this picture in the Minneapolis star reached nearly 7 out of 10 homes in the Minneapolis area. (In Advertising age, Nov. 4, 1963, p.53) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 4Nov63; KK178432.

On October 20, 1963, this photograph in the Minneapolis Sunday tribune reached nearly 9 out of 10 homes in the Minneapolis area. (In Advertising age, Dec. 30, 1963, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Dec63; KK178434.

On November 7, 1963, this photograph in the Minneapolis Star. (Hockey player) Photo by John Croft. (In Advertising age, Feb. 24, 1964) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Feb64; KK180690.

On January 19, 1964, this photograph in the Minneapolis Sunday tribune. (Buffalo) Photo by Earl Seubert. (In Advertising age, Mar. 30, 1964) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Mar64; KK180691.

What makes a newspaper great? (Dewey) (In Editor & publisher, Apr. 25, 1964, p.91) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Apr64; KK180694.

What makes a newspaper great? In the past nine years, the Minneapolis tribune ... has received more than 41 1/2 million pieces of mail. (In

- Newsweek, Dec. 30, 1963, p.4) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Dec63; KK178435.
- What makes a newspaper great? Once every week, two Minneapolis tribune staff members ... watching all the girls go by. (In Advertising age, Dec. 2, 1963, p.13) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Dec63; KK178433.
- MINUTEMAN STAMP CORP. © Minuteman trade stamps. 1 v. © 17Dec63; KK179708.
- MIPRO METAL PRODUCTS CO. © Introducing a hot new profit builder; Mipro Chucksack, flame proofed disposable polyethylene liner. 3 sheets. © 16May63; KK179114.
- MODERN POOL PRODUCTS, INC. © Catalog of swimming pool equipment, chemicals & supplies. 1 v. (loose-leaf) © 8May63; KK177835.
- MOELLER MANUFACTURING CO. © New, Slice-A-Bit holds small pieces for easy slicing; stock no.9. Card. Appl. author: Richard L. Peterson. © 16Dec63; KK178430.
- MOLSBERRY CO. © Cyclone or blow pipe, Butz uni-matic feed-flo. Sheet. Appl. author: C. F. Butz Engineering. © 26Dec63; KK179520.
- Hay drag, Butz uni-matic feed-flo. Sheet. Appl. author: C. F. Butz Engineering. © 26Dec63; KK179518.
- Hay grain mill, Butz uni-matic feed-flo. Sheet. Appl. author: C. F. Butz Engineering. © 26Dec63; KK179519.
- Molasses mixer, Butz uni-matic feed-flo. Sheet. Appl. author: C. F. Butz Engineering. © 26Dec63; KK179521.
- MONOGRAM PUBLICATIONS, INC. © Sex feeling in men and women. (In Real, Feb. 1964, p.51) Appl. author: G. Schindler. © 20Dec63; KK179415.
- MONTAGU, RODERIC. Tranquillity. See SEEMAN (JAMES) STUDIOS, INC.
- MOORE (BENJAMIN) & CO. © Color magic at your fingertips; paints. (In American home, Apr. 1964, p.94) Appl. author: Monroe F. Dreher, Inc. © 17Mar64; KK179334.
- Painting walls, ceilings, and trim. Folder. © 20Feb64; KK180652.
- MOORE, ELLEN. © Marks of quality. (In Ridgewood Sunday news, Mar. 1, 1964, p.10) © 1Mar64; KK180949.
- MOORE, J. JAMES. © Official buttons; my brand's LBJ. Sheet. © 6Feb64; KK179473.
- MORIARTY BUILDINGS. Best to put your money into. (In Prairie farmer, Dec. 7, 1963, p.34) © Moriarty Buildings a.a.d.o. L. C. Moriarty Lumber Co., Inc.; 7Dec63; KK177839.
- In the Midwest, Moriarty Buildings carry a lot of weight. (In Prairie farmer, Nov. 16, 1963, p.22) © Moriarty Buildings a.a.d.o. L. C. Moriarty Lumber Co., Inc.; 16Nov63; KK177837.
- MORRELL (JOHN) & CO. © The heart of a holiday dinner. Morrell ham. (In Buffalo evening news, Mar. 19, 1964, p.8) Appl. author: John W. Shaw Advertising, Inc. © 19Mar64; KK179350.
- Third annual sweepstakes, win his and hers planes. (In Life, Jan. 24, 1964, p.56) Appl. author: John W. Shaw Advertising, Inc. © 24Jan64; KK178479.
- MORRIS (J. I.) CO. © Card packs yield 40.4% profit. Sheet. © 29Apr64; KK181175.
- MORTON MANUFACTURING CORP. © America's fastest growing medicated hand cream; Chap-ans. (In Supermarket news, Mar. 16, 1964, p.43) Appl. author: Gumbinner-North Co., Inc. © 16Mar64; KK179529.
- Chap Stick, the lip balm selected for use by the U. S. olympic team. (In Ski magazine, Jan. 1964, p.81) Appl. author: Gumbinner-North Co., Inc. © 1Jan64; KK178707.
- Chap Stick, the lip balm selected for use by the U. S. Olympic team. (In U. S. Olympic team trials, Apr. 2-4, 1964, p.8) Appl. author: Gumbinner-North Co., Inc. © 2Apr64; KK180121.
- Gardening rough on your hands? Chap-ans. (In Detroit free press, May 1, 1964, p.6-B) Appl. author: Gumbinner-North Co., Inc. © 1May64; KK180429.
- The large size with the extra large profit; Chap-ans joins 26th annual large size promotion. (In Chain store age, Dec. 1963, p.64) Appl. author: L. C. Gumbinner Advertising Agency. © 3Dec63; KK178652.
- Little shelf space, big turnover; Fleet's Chap Stick. (In Supermarket news, Mar. 2, 1964, p.44) Appl. author: Gumbinner-North Co., Inc. © 2Mar64; KK179531.
- Sav-A-Stop finds Chap Stick greatest contributor to profits in cold remedy category. [Endorsed by B. E. Griffin] (In Supermarket news, Feb. 3, 1964, p.49) Appl. author: Gumbinner-North Co., Inc. © 3Feb64; KK178704.
- Sav-A-Stop finds Chap Stick greatest contributor to profits in cold remedy category. [Letter from Sav-A-Stop, Inc. president; endorsed by B. E. Griffin] (In Supermarket news, Jan. 20, 1964, p.41) Appl. author: Gumbinner-North Co., Inc. © 20Jan64; KK178705.
- Second largest selling hand cream brand in food stores; Chap-ans. (In Supermarket news, Apr. 27, 1964, p.93) Appl. author: Gumbinner-North Co., Inc. © 27Apr64; KK180555.
- Sells better than the leading aerosol shave cream, Fleet's Chap Stick. (In Supermarket news, June 8, 1964, p.52) Appl. author: Gumbinner-North Co., Inc. © 8Jun64; KK181110.
- Sells better than the leading pre-shave lotion; Fleet's Chap Stick. (In Supermarket news, May 11, 1964, p.50) Appl. author: Gumbinner-North Co., Inc. © 11May64; KK180644.
- Skiing's more fun with Chap Stick. (In Atlantic ski guide '64, p.7) Appl. author: L. C. Gumbinner Advertising Agency. © Morton Mfg. Co. (In notice: Morton Manufacturing Corp.); 15Nov63; KK177816.
- Solution: Chap Stick, the lip balm selected for use by the U. S. olympic team. [Alpine skier in action] (In Life, Jan. 17, 1964, p.62) Appl. author: Gumbinner-North Co., Inc. © 17Jan64; KK178706.
- Solution: Chap Stick, the lip balm selected for use by the U. S. olympic team. [Tobaggers in action] (In Sports illustrated, Jan. 27, 1964, p.1) Appl. author: Gumbinner-North Co., Inc. © 23Jan64; KK178709.
- What's new? New economy size; new plastic tube; new sales gains ... Chap-ans. (In Supermarket news, May 25, 1964, p.41) Appl. author: Gumbinner-North Co., Inc. © 25May64; KK181111.
- MUELLER (C. F.) CO. © Golden Egg Noodles; tops for taste; 10 oz. net weight. On bag. © 29Nov63; KK177923.
- Old fashioned egg noodles; 1 pound net weight. On bag. © 16Sep63; KK178169.
- MULITZ, EARL. See PICO SAFE STAIRS CO.
- MULITZ, LEWIS. See PICO SAFE STAIRS CO.
- MULITZ, MILTON. See PICO SAFE STAIRS CO.
- MULTI/CHEK, INC. © If you own, manage, or lease a cafeteria, you need Multi/Chek now. Folder. © 15May64; KK180660.
- MULTI CRAFT CO. © Ever-Green Birdy; a plant watering device. On folding carton. © George Hoffman & Dora M. Hoffman d.b.a. Multi Craft Co.; 8Oct63; KK177761.
- MULTIPLEX MANUFACTURING CO. © Precision machine work, its facilities and capabilities: An appraisal. Folder. Appl. author: Foltz-Wessinger, Inc. © 23Dec63; KK178565.
- MURIEL INVESTMENT CO. © Touch of Europe, French dressing. Slip. © 13May64; KK180582.
- MUSICMASTER PUBLICATIONS, INC. © Combo Club introduces multi-score arrangements. Card. Appl. author: Frank Metis. © 20Dec63; KK178485.
- N
- NAAS FOODS, INC. © Sauce Arturo, marinara style; net contents 8 oz. avoir. On wrapper. © 1May63; KK178020.
- NABISCO. © New ways to party with Nabisco snacks, from Old American holiday customs. (In Ladies home journal, Dec. 2, 1963, p.24-25) Appl. author: McCann-Erickson, Inc. © 26Nov63; KK179607.
- NAISTADT, JACOB. See PETBURGER PRODUCTS.
- NASH ENGINEERING CO. © Multiphase, the forward looking booster; engine driven; a new fuel pump. Folder. Appl. author: Joe L. Hylton. © 23Dec63; KK178176.
- NATIONAL BANK OF COMMERCE IN NEW ORLEANS. © NBC home improvement ideas. (In New Orleans states-item, May 4, 1964, p.7) Appl. author: Knox Reeves-Fitzgerald. © 4May64; KK180264.
- NATIONAL BISCUIT CO. © Mother: your family will love you anyway, even if you don't serve Team flakes. (In Life, June 19, 1964, p.R7) © 15Jun64; KK181187.
- 19 did it; spoon size Shredded Wheat. (In Life, May 15, 1964, p.2 of cover) © 11May64; KK180626.

NATIONAL BISCUIT CO.-Con.

Rice, rice, rice, or corn, corn, corn
... Team is new. (In Life, Jan. 17,
1964, p.R4) © 13Jan64; KK178143.

Styles change, but Nabisco shredded
wheat has been too good to change
for over 60 years. (In Life,
May 1, 1964, p.18) © 27Apr64;
KK180541.

Styles change! Packages change! But
Nabisco Shredded Wheat has been too
good to change for over 60 years.
(In Life, Mar. 27, 1964) © 23Mar64;
KK179564.

This ad is directed to people who
are sick and tired of the same old
cereal every morning; Team flakes
by Nabisco. (In Life, Feb. 14,
1964, p.R8) © 10Feb64; KK178931.

Why doesn't it taste like other flakes?
Team flakes, a delicious 4 grain
blend. (In Life, June 5, 1964,
p.R7) © 1Jun64; KK181186.

NATIONAL BREWING CO. ©

Colt malt lager. Sticker. © 17Dec63;
KK178941.

French 75 malt liquor, like sparkling
champagne; contents 1 pint.
Sticker. © 12Feb64; KK178737.

French 76 malt liquor; contents
12 fl. oz. Sticker. © 10Mar64;
KK180195.

NATIONAL COMBUSTION CO., INC. ©

Natco system for water heating and
low pressure steam dryers.
Sheet. Appl. author: Charles
F. Saladino, Inc. © 14Feb64;
KK179600.

NATIONAL DAIRY PRODUCTS CORP. ©

An American classic, cherry nugget
Sealtest ice cream; one half gallon
liquid. On folding carton. Appl.
author: KVP Sutherland Paper Co.
© 19Nov62; KK180318.

Banana nut fudge split Sealtest ice
cream; one half gallon liquid.
On folding carton. Appl. author:
KVP Sutherland Paper Co. © 31Jun61;
KK180213.

Butter crunch Sealtest ice cream;
one half gallon liquid. On folding
carton. Appl. author: KVP Suther-
land Paper Co. © 23Jan64; KK180321.

Cherry nugget Sealtest ice cream;
one half gallon liquid. On folding
carton. Appl. author: KVP Suther-
land Paper Co. © 31Dec56; KK180215.

Cherry pineapple Sealtest ice cream;
contents one half gallon liquid.
On folding carton. Appl. author:
KVP Sutherland Paper Co. © 31Jul61;
KK180319.

Chocolate malted Sealtest ice cream;
one half gallon liquid. On folding
carton. Appl. author: KVP Suther-
land Paper Co. © 17Jan63; KK180217.

Choo choo chocolate marshmallow
Sealtest ice cream; one half
gallon liquid. On folding carton.
Appl. author: KVP Sutherland Paper
Co. © 2Jan62; KK180211.

Date with a nut Sealtest ice cream;
one half gallon liquid. On folding
carton. Appl. author: KVP Suther-
land Paper Co. © 20Mar62;
KK180210.

Double strawberry Sealtest ice
cream; one half gallon liquid.
On folding carton. Appl. author:
KVP Sutherland Paper Co.
© 9Aug63; KK180218.

Old fashioned peach Sealtest ice
cream; one half gallon liquid.
On folding carton. Appl. author:
KVP Sutherland Paper Co. © 2Apr64;
KK180207.

Old Time vanilla fudge royale Sealtest
ice cream; one half gallon liquid.
On folding carton. Appl. author:
KVP Sutherland Paper Co.
© 27Sep63; KK180320.

Sealtest butter pecan ice cream;
one half gallon liquid. On folding
carton. Appl. author: KVP Suther-
land Paper Co. © 10Jan63; KK180316.

Sealtest butterscotch almond bars;
net contents: 6 confections;
2 1/2 fl. ozs. each. On folding
carton. Appl. author: KVP Suther-
land Paper Co. © 19May64;
KK180830.

Sealtest cherry nugget ice cream;
one half gallon liquid. On folding
carton. Appl. author: KVP Suther-
land Paper Co. © 19Nov63; KK180216.

Sealtest golden vanilla ice cream;
one half gallon liquid. On folding
carton. Appl. author: KVP Suther-
land Paper Co. © 21May63; KK180209.

Sealtest grade A, pasteurized,
cultured buttermilk; one quart
liquid. On folding carton.
© 22Jul63; KK177770.

Sealtest grade A, pasteurized, Gold
Nugget brand buttermilk; one quart
liquid. On folding carton.
© 22Jul63; KK177771.

Sealtest grade A, pasteurized,
homogenized milk; one quart liquid.
On folding carton. © 22Jul63;
KK177765.

Sealtest grade A, pasteurized,
homogenized, vitamin D Guernsey
Royal milk; one half gallon
liquid. On folding carton.
© 22Jul63; KK177772.

Sealtest grade A, pasteurized skim
milk; one quart liquid. On folding
carton. © 22Jul63; KK177767.

Sealtest grade A, pasteurized
whipping cream; one quart liquid
sealed. On folding carton.
© 1Aug63; KK177766.

Sealtest ice cream; 6 big bars,
chocolate malted bars; net con-
tents: 6 confections, 3 fl. ozs.
each. (6 pak chocolate malted
bars) On folding carton. Appl.
author: KVP Sutherland Paper Co.
© 19Mar64; KK180205.

Sealtest pasteurized chocolate drink;
one quart liquid sealed. On fold-
ing carton. © 22Jul63; KK177768.

Sealtest pasteurized milk; one quart
liquid. On folding carton.
© 22Jul63; KK177769.

Sealtest Vita-lure pasteurized,
homogenized 2% milk derivative;
one half gallon liquid. On folding
carton. © 22Jul63; KK177764.

Swiss style choco-chip Sealtest
ice cream; one half gallon liquid.
On folding carton. Appl. author:
KVP Sutherland Paper Co.
© 26Sep62; KK180317.

Toffee fudge Sealtest ice cream;
one half gallon liquid. On folding
carton. Appl. author: KVP Suther-
land Paper Co. © 6Mar64; KK180208.

Vanilla lemon royale Sealtest ice
cream; one half gallon liquid.
On folding carton. Appl. author:
KVP Sutherland Paper Co. © 26Apr60;
KK180214.

Vanilla nut fudge royale Sealtest
ice cream; contents one half gallon
liquid. On folding carton. Appl.
author: KVP Sutherland Paper Co.
© 28Sep59; KK180212.

NATIONAL PERIODICAL PUBLICATIONS,
INC. ©

Superman, jr. jigsaw puzzle;
no.4611; 100 pieces. On wrapper.
© 22Jan64 (in notice: 1963);
KK179024.

NATIONAL PRESTO INDUSTRIES, INC. ©

Presto, now they can hardly wait
to follow the dentist's orders.
(In American home, Dec. 1963, p.4
of cover) Appl. author: Batten,
Barton, Durstine & Osborn, Inc.
© 26Nov63; KK178436.

Suddenly, all other mixers are old-
fashioned. (In American home
magazine, Mar. 1964) Appl. author:
Batten, Barton, Durstine & Osborn,
Inc. © 18Feb64 (in notice: 1963);
KK180693.

NATIONAL SPECIALTIES CO. ©

Don't be a litter bug, use this handy
litter bag. © 12Jul63; KK177871.

NATIONAL STARCH & CHEMICAL CORP. ©

Improved starches for antibiotics,
tablets, capsules, powders, creams.
1 v. © 6Apr64; KK180127.

NATIONWIDE FRANCHISE MARKETING. ©

Better living begins when you own
a home. On bag. © 16Apr64;
KK180913.

NATIONWIDE FRANCHISE MARKETING, INC.
See NATIONWIDE HOME MARKETING.

NATIONWIDE HOME MARKETING.

How much of your business day is
consumed by attention to pettifoggling
details? Card. (Form 0052)

© Nationwide Home Marketing a.a.d.o.
Nationwide Franchise Marketing,
Inc.; 1Jun64; KK181099.

How to conduct productive real estate
salesman's meetings. (Real estate
broker's booklet on salesman's
meetings) 5 sheets. © Nationwide
Home Marketing a.a.d.o. Nationwide
Franchise Marketing, Inc.; 16Apr64;
KK181133.

How to use Nationwide home marketing
advertising and sales promotion.
14 sheets. © Nationwide Home
Marketing a.a.d.o. Nationwide
Franchise Marketing, Inc.;
16Apr64; KK180870.

If you own your home, if you want
to own your home, meet this man,
Nicholas J. Morana. Folder.
(NHM form 0008) © Nationwide Home
Marketing a.a.d.o. Nationwide
Franchise Marketing, Inc.; 20Mar64;
KK180911.

Mr. Successful NHM real estate sales-
man. (Real estate sales manual)
9 sheets. © Nationwide Home
Marketing a.a.d.o. Nationwide
Franchise Marketing, Inc.; 16Apr64;
KK181132.

NHM home brochures. 1 v.
(Form 0036) © Nationwide Home
Marketing a.a.d.o. Nationwide
Franchise Marketing, Inc.;
1Jun64; KK181090.

Nationwide Home Marketing presents
the homes you're looking for.
Folder. (NHM form 0019)
© Nationwide Homes Marketing
a.a.d.o. Nationwide Franchise
Marketing, Inc.; 16Apr64; KK180912.

No excuses, just service. Folder.
(NHM form 0015) © Nationwide
Home Marketing a.a.d.o. Nationwide
Franchise Marketing, Inc.;
16Apr64; KK180917.

Planning to sell your home? Card.
(NHM form 0016) © Nationwide
Home Marketing a.a.d.o. Nationwide
Franchise Marketing, Inc.;
16Apr64; KK180915.

There is an easy way to sell your
home. Folder. (NHM form 0037)
© Nationwide Home Marketing
a.a.d.o. Nationwide Franchise
Marketing, Inc.; 16Apr64; KK181150.

3 big reasons why. Folder.
(NHM form 0012) © Nationwide
Home Marketing a.a.d.o. Nationwide
Franchise Marketing, Inc.; 16Apr64;
KK180914.

Tips to help us show your home to its
best advantage. Folder. (NHM form
0017) © Nationwide Home Marketing
a.a.d.o. Nationwide Franchise
Marketing, Inc.; 16Apr64; KK180916.

We can sell your home faster; we move
in the top echelon of the real es-
tate world. Folder. (NHM form 0031)

© Nationwide Home Marketing a.a.d.o. Nationwide Franchise Marketing, Inc.; 16Apr64; KK181322.

We put your home in the spotlight, eye-appealing Brochure. Card. (Form 0042) © Nationwide Home Marketing a.a.d.o. Nationwide Franchise Marketing, Inc.; 1Jun64; KK181100.

NATIONWIDE HOME MARKETING, INC. © How to get more for your property, national attention on your home, the NHM way. Folder. (Form 0032) © 16Apr64; KK180654.

NATURAL COLOR PUBLISHERS, INC. © Fiesta Papel Co. ... South Miami, Florida, U.S.A. Folder. © 6Mar64; KK179281.

NESTLE CO., INC. © Fudge, fudgier; fudgiest! You can't make it better than with Nestle's and Kraft. (In Rural gravure, Sept. 1, 1963) Appl. author: McCann-Erickson, Inc. © 1Sep63; KK177944.

Nothing gets milk in them quicker than Nestle's Quik. (In Good housekeeping, Dec. 2, 1963) Appl. author: McCann-Erickson, Inc. © 20Nov63; KK178716.

Rich like a brownie, chewy like a brownie but butter-scoth. (In Good housekeeping, Dec. 2, 1963, p.34) Appl. author: McCann-Erickson, Inc. © 20Nov63; KK178713.

NEVCO WOOD PRODUCTS CO., INC. Adjustable cheese slicer; 118/SK. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Dec63; KK178331.

Barbeque meat press; hand painted, hardwood, easy to handle, use at picnics and barbecues; 945/SK. On box. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 28Dec63; KK178731.

Book & record rack, protective rubber feet, non-tarnish finish; 1225/SK. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 28Dec63; KK178720.

Butter knives, stainless steel; 1151/4/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Dec63; KK178330.

Butter slicer; 1164/SK. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Dec63; KK178327.

Canape tray set; 995/SK; set of 4. On wrapper. © Nevco a.a.d.o. Nevco Wood Prod. Co., Inc.; 28Dec63; KK178992.

Cocktail forks, stainless steel; 1158/4/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Dec63; KK178333.

Colonial egg timer, 5-minute timer; 173/SK. On box. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 28Dec63; KK178722.

Colorfully decorated salty & peppery; 953/SK. On box. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 28Dec63; KK178724.

Cutting board, highly polished hardwood; 1019/SK. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 28Dec63; KK178732.

Danish style teakwood salt & pepper shakers; 686/SK. On folding carton. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 28Dec63; KK178730.

Fork-tong server, die cast aluminum food tong and server with firm grip; 1163/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Dec63; KK178328.

Four way come-apart server; 1135/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Dec63; KK178335.

Freezer de-icer, fork for freezer defrosting and ice pick; 1141/SK. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Dec63; KK178329.

Fruit knives for gracious serving at your parties; 1175/4/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Dec63; KK178326.

Grapefruit spoons, serrated edge cuts a clean bite size section; 1176/2/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Dec63; KK178323.

Hand made mosaic tile bowl; gold anodized aluminum back, beautifully designed, lovely in any setting; 1051/SK. On folding carton. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 28Dec63; KK178734.

Hors d'oeuvres forks; 61/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Dec63; KK178336.

Hot plate; 988/SK. On box. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 28Dec63; KK178725.

Hot plate; heat, stain, mar, alcohol resistant; 1231/5/SK. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 28Dec63; KK178727.

Hot plate; heat, stain, mar, alcohol resistant; 1231/7/SK. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 28Dec63; KK178726.

Hot plate, beautiful and functional; heat, stain, mar and alcohol resistant; 1233/6/SK. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 28Dec63; KK178728.

Hot plate, the elegant way to serve; 998/9/SK. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 28Dec63; KK178729.

Indoor & outdoor food umbrella; protects your food, keeps insects away, decorates your table; 1011. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 15Jan64; KK178766.

Meat holder, use it for roasts or fowl; 1108/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Dec63; KK178325.

Melon spoons, stainless steel; 1084/2/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Dec63; KK178322.

Mosaic tile hot plate, protect the finish of your tables; for casseroles, pans, dishes, percolators; 1059/SK. On box. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 28Dec63; KK178719.

Pastry brush, plastic handle; 1178/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Dec63; KK178337.

Pizza server; 1115/1 SK. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Dec63; KK178338.

Pour your drinks in style, prevents waste, chrome-plated pourer; 1087/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Dec63; KK178324.

Round, hand painted ceramic tile cheese board, walnut finished hardwood, the elegant way to serve; 1021/SK. On box. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 28Dec63; KK178721.

Sea food forks, stainless steel; 1159/2/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Dec63; KK178332.

Spaghetti forks; 1157/2/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 23Dec63; KK178334.

Traditional sewing cabinet; 921/SK. On folding carton. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 28Dec63; KK178733.

Wall plaque; hand painted ceramic; decorate your walls, a perfect gift for everyone; 1250/SK. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 28Dec63; KK178723.

Wall plaque collection; 987/SK. On folding carton. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 28Dec63; KK178735.

NEW YORK MERCHANDISE CO., INC. © The Happy Bunny Line; the new look for Easter, 1964. 1 v. © 14Oct63; KK179075.

NOEL & CO. © New in the Frenchline, Petite Didee diapers; 6 Frenchline Petite Didees. On folding carton. Appl. author: Donald Edward Noel. © 23Dec63; KK177792.

NOLEN, KENNETH L. © Puz'l-ads, know your government; Puz'l-ads rules and regulations. (In Marion daily republican, Feb. 18, 1964, p.4) © 18Feb64; KK180910.

NOPCO CHEMICAL CO. See VITEX LABS.

NORCOLD. © Why fight it, insist on a Norcold ElectricGas refrigerator. (In Trailer life, Jan. 1964, p.12-13) Appl. author: Hixson & Jorgensen, Inc. © 25Dec63; KK179123.

NORCOLD, INC. © If it has a Norcold, it will move off your lot faster; people ... look for Norcold electricgas refrigerators. (In Mobile home dealer, Aug. 5, 1963, p.171) Appl. author: Hixson & Jorgensen, Inc. © 5Aug63; KK179342.

If your next trailer has this, it's worth looking into; Norcold has more features than any other refrigerator on the road. (In Woodall's trailer travel magazine, May 1963, p.19-22) Appl. author: Hixson & Jorgensen, Inc. © 1May63 (in notice: 1962); KK179352.

If you're going to buy a trailer, look inside. Trailer with window. (In Woodall's trailer travel magazine, Feb. 1963, p.19-22) Appl. author: Hixson & Jorgensen, Inc. © 1Feb63 (in notice: 1962); KK178532.

The inside story, by Allen B. Grams, president, Avion Coach Corp. Refrigerators. (In Mobile home journal, Mar. 1964, p.25) Appl. author: Hixson & Jorgensen, Inc. © 1Mar64; KK179391.

New from Norcold, lowest priced compact refrigerator of its type in the world; model E 24. (In Electrical merchandising week, Aug. 19, 1963, p.6) Appl. author: Hixson & Jorgensen, Inc. © 19Aug63; KK178018.

New from Norcold, world's first two door compact refrigerator; model TD 55. (In Electrical merchandising week, Sept. 9, 1963, p.6) Appl. author: Hixson & Jorgensen, Inc. © 9Sep63; KK178019.

Two new compact refrigerators by Norcold; TD55. Sheet. Appl. author: Hixson & Jorgensen, Inc. © 21Jun63; KK178028.

Who has the most complete line of compact refrigerators ... Norcold has. (In Electrical merchandising week, Nov. 4, 1963, p.6) Appl. author: Hixson & Jorgensen, Inc. © 4Nov63; KK178240.

NORTH AMERICAN PHILIPS CO., INC. ©
Announcing the comfort shave; Norelco Speedshavers give you the most comfortable way to shave close and clean. (In Life, Feb. 14, 1964, p.74-75) © 14Feb64; KK178832.
How to buy an electric shaver ... Norelco speedshavers. (In New York world-telegram and Sun, June 12, 1964, p.10) © 12Jun64; KK181000.
How to sell the Norelco comfort shave. (In Home furnishings daily, Feb. 24, 1964, section 2, p.51) © 28Feb64; KK179002.
Six selfish reasons for a retailer to sell Norelco shavers; Norelco floating head Speedshaver 30. (In Home furnishings daily, Apr. 24, 1964, p.27) © 24Apr64; KK180131.

NORTHLAND FOODS DIVISION, CHUN KING CORP. See CHUN KING CORP. NORTHLAND FOODS DIVISION.

NORTHWEST PAPER CO. ©
Annual report for the year ended December 31, 1963. (Illustration of mountie with bugle on horse with light snow covering) 16 p. Illus. signed: A. Friberg. © 11Mar64; KK179851.
Mountie carries calf in saddle crossing stream with trail herd; this memo pad features Carlton bond; May 1964. Illus. signed: A. Friberg. © 27Apr64; KK180463.
Mountie gives 3 Indian kids ride on his horse; this memo pad features Carlton bond. July 1964. © 26Jun64; KK181327.
Mountie on horse on high bare rock ledge; this memo pad features Carlton bond; March 1964. © 21Feb64; KK178934.

NORTHWESTERN GOLF CO. ©
Byron Nelson discusses new developments in Northwestern's golf club design. 1 v. © 20Oct63; KK178963.

NORTHWESTERN MOTOR CO. LINK-MOBILE DIVISION. ©
The 1962 Link-mobile golf car, gasoline powered. 2 p. (Bulletin NW100) Appl. author: R. B. Evans. © 24Apr62; KK177977.

O. Z. ELECTRICAL MANUFACTURING CO., INC. ©
Which fitting is grounded? O. Z.'s new, type AX. (In Electrical west, Nov. 1963, p.80) © 5Nov63; KK178179.

OBST, RAYMOND. See AMERICAN GROUP BUYING GUILD.

OCEANA PUBLICATIONS, INC. ©
Good books for the new year. Kate Coplan, designer & producer. In box. (Display of the month, Jan. 1964) © 1Jan64; KK180417.

OHIO NUT & BOLT CO.
Fastening on your mind? Have you taken a good, long, searching look recently at your present method of fastening your product components? Folder. Appl. author: John T. Doheny. © 11Feb64; KK178790.
One can equal two. Folder. (Bulletin 644) Appl. author: John T. Doheny. © 14Apr64; KK180324.

There's no need to riddle components, or profits. Folder. (Bulletin no.643) Appl. author: John T. Doheny. © 27Feb64; KK178960.

You never really know what will come up until you plant them. Folder. Appl. author: John T. Doheny. © 28May64; KK180833.

OHREBACH'S, INC. ©
Martha never threw a dollar away. (In Newark star ledger, Feb. 21, 1964, p.45) Appl. author: Doyle Dane Bernbach, Inc. © 21Feb64; KK180160.
Not a creature stirring. (In New York Sunday times, Dec. 15, 1963, p.153) Appl. author: Doyle Dane Bernbach, Inc. © 15Dec63; KK177907.
Ohrbach's is for squares; the kids' shops at Ohrbach's. (In The New York times, Mar. 6, 1964, p.34) Appl. author: Doyle Dane Bernbach, Inc. © 6Mar64; KK179245.
Paris at Ohrbach's: Last fall's tomboy is this spring's lady. (In The New York times, Mar. 18, 1964, p.21) Appl. author: Doyle Dane Bernbach, Inc. © 18Mar64; KK179790.
Paris? Sorry, but you'll have to wait till March 16. (In The New York times, Mar. 8, 1964, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 8Mar64; KK179874.
Show down at Ohrbach's; the kids' shops at Ohrbach's. (In The New York times, Mar. 11, 1964, p.30L) Appl. author: Doyle Dane Bernbach, Inc. © 11Mar64; KK179243.
They grow up too darn fast. (In New York times, Dec. 4, 1963, p.39) Appl. author: Doyle Dane Bernbach, Inc. © 4Dec63; KK177906.
Tomorrow Ohrbach's presents the biggest Paris collection in New York. (In The New York times, Mar. 15, 1964, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 15Mar64; KK179244.
We made her what she is today. [Woman in Santa Claus suit] (In New York times, Dec. 8, 1963, p.153) Appl. author: Doyle Dane Bernbach, Inc. © 8Dec63; KK177905.
We'd do the same for him ... the kids' shops at Ohrbach's. (In The New York times, Mar. 17, 1964, p.28) Appl. author: Doyle Dane Bernbach, Inc. © 17Mar64; KK179791.
You can afford to overdo it; camp shops. (In Newark news, Apr. 12, 1964, p.36) Appl. author: Doyle Dane Bernbach, Inc. © 12Apr64; KK179873.
You don't have to be a fusspot. (In The New York times, Sunday, Feb. 23, 1964, p.L-49) Appl. author: Doyle Dane Bernbach, Inc. © 23Feb64; KK179792.
You don't have to be a snoop. (In The New York times, Mar. 22, 1964, p.45) Appl. author: Doyle Dane Bernbach, Inc. © 22Mar64; KK180158.
You don't have to be an authority. (In The New York times, Mar. 1, 1964, p.51) Appl. author: Doyle Dane Bernbach, Inc. © 1Mar64; KK179255.
You don't have to finagle, they know you'd like something from Ohrbach's. (In New York world-telegram and Sun, June 10, 1964, p.12) Appl. author: Doyle Dane Bernbach, Inc. © 10Jun64; KK181198.
You don't have to fish around, we do it. (In The New York times, Apr. 5, 1964, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 5Apr64; KK179879.
You don't have to hunt around. (In Newark news, Apr. 5, 1964, p.23) Appl. author: Doyle Dane Bernbach, Inc. © 5Apr64; KK180072.
You don't have to pinch pennies. (In Newark Sunday news, Mar. 8, 1964, p.35) Appl. author: Doyle Dane Bernbach, Inc. © 8Mar64; KK179256.

OLD AMERICAN INSURANCE CO. ©
Introducing Budget Master ... now, common sense life insurance. (In Wichita beacon, Oct. 7, 1963, p.8M) © 7Oct63; KK180013.
Introducing Old American's Budget Master, a common sense life insurance plan for people who hate red tape and would like to buy direct. (In St. Louis post-dispatch, Oct. 7, 1963, p.9A) © 7Oct63; KK178691.
Now, common sense life insurance for people who hate red tape and would like to buy direct. (In The Detroit news, Oct. 7, 1963, p.22A) © 7Oct63; KK178692.

OLD CHARTER DISTILLERY CO. ©
Give the tasteful gift: Old Charter Kentucky's finest bourbon. [Black & white illus.] (In Osawatome graphic-news, Dec. 12, 1963, p.4) © 12Dec63; KK178448.
Give the tasteful gift: Old Charter, Kentucky's finest bourbon. [Color illus.] (In The Saturday evening post, Nov. 23, 1963, p.75) © 23Nov63; KK178447.
Tick-tock, tick-tock, the bourbon that didn't watch the clock. (In Osawatome graphic-news, Nov. 7, 1963, p.2) © 7Nov63; KK178449.

OLD CHARTER DISTILLING CO. ©
So rare ... Old Charter. (In The Washington post, Dec. 10, 1963, p.D8) © 10Dec63; KK179569.
OLD COLONY GAS & OIL CO. ©
The Goldwater rush in California; the California primary of 1964 was a turning point battle. (In The North Minneapolis post, June 17, 1964, p.3) © 17Jun64; KK181121.
The march of the human mind is slow. (In North Minneapolis post, Feb. 6, 1964, p.3) © 6Feb64; KK178843.
New York stock exchange. (In The North Minneapolis post, May 13, 1964, p.12) © 13May64; KK180518.
Thank you, Ringo and your Beatle companions. Illus. Signed: Henriksen. (In North Minneapolis post, Mar. 12, 1964, p.3) © 12Mar64; KK179196.
Where there is no vision, the people perish. Illus. Signed: Henriksen. (In The North Minneapolis post, Jan. 16, 1964, p.3) © 16Jan64; KK178108.

OLGA CO. ©
A beautiful figure for the bride. (In Modern bride, Feb.-Mar. 1964, p.57) Appl. author: Mary Jane Thompson. © 15Jan64; KK178006.
Behind every Olga there really is an Olga; this remarkable girdle called Suddenly Slim is designed to fashion your figure. (In Vogue, Feb. 1, 1964, p.37) Appl. author: Mary Jane Thompson. © 1Feb64; KK179404.
Behind every Olga there really is an Olga; with the classic panti-slip, Olga combines the beautiful with the practical. (In Vogue, Mar. 1, 1964, p.53) Appl. author: Mary Jane Thompson. © 1Mar64; KK179405.
Let's fashion your figure, by Olga, first lady of under fashions. (In Seventeen, Feb. 1964, p.206) Appl. author: Mary Jane Thompson. © 1Feb64; KK179406.

OLSON RUG CO. ©
America's popular luxury broadloom Olson factory-to-you. (In The Lutheran, Feb. 26, 1964, p.4 of cover) Appl. author: Arthur W. Prussing. © 27Feb64; KK179647.
Only from Olson can you get so much broadloom beauty, luxury at factory-to-you savings. [Aerial views of 2 living rooms] (In The American

home, Jan.-Feb. 1964, p.28) Appl. author: Arthur W. Prussing. © 30Dec63; KK179650.

Only from Olson can you get so much broadloom beauty, luxury at factory-to-you savings. [Living room with picture window] (In McCall's needlework & crafts, Spring-Summer 1964, p.80) Appl. author: Arthur W. Prussing. © 20Jan64; KK179648.

Only from Olson can you get so much broadloom luxury at factory-to-you savings. [Edge of rug & rug guide book] (In Good housekeeping, Feb. 1964, p.197) Appl. author: Arthur W. Prussing. © 20Jan64; KK179646.

Only from Olson can you get so much broadloom luxury at factory-to-you savings. [Living room with curving, sectioned couch] (In St. Anthony messenger, Feb. 1964, p.4 of cover) Appl. author: Arthur W. Prussing. © 29Jan64; KK179649.

OMEGA MANUFACTURING CO.
Power steering, hoses and repair kits. 27 p. (Looseleaf) (Catalog no.101. Weatherly no.174) © Omega Mfg. Co., division of Rolero, Inc.; 14Oct63; KK177941.

ONE FORTY FOUR CORP. ©
Lenten meals come alive. Dull Lenten meals need a little something extra. Sheet. © 30Oct63; KK177926.

Lenten meals come alive with your brand pickles. Sheet. © 30Oct63; KK177930.

Party it up with pickles. Sheet. © 30Oct63; KK177931.

Party it up with pickles. Get gay for the holidays. Sheet. © 30Oct63; KK177932.

Pickle-packin' mama! Sheet. © 30Oct63; KK177925.

Pickle-packin' mama! Sheet. © 30Oct63; KK177929.

Pickles pack a punch for lunch! Sheet. © 30Oct63; KK177928.

Pickles pack a punch for lunch! What a delight to discover that what kids like to eat. Sheet. © 30Oct63; KK177927.

ORIGINAL TOY CORP. ©
Candy cane Carroussel. Cutout. © 12Mar64; KK179881.

OSBORN.
Pontiac has the wildest thing in Detroit, and it comes with tiger paws. See U. S. RUBBER TIRE CO.

Standard equipment on Pontiac's tiger: Tiger paws. See U. S. RUBBER TIRE CO.

OSHKOSH B' GOSH, INC. ©
70% more wear with Silver Flash. Folder. © 15Feb64; KK179704.

Slim-trim Dudes. Slip. © 15Feb62; KK179585.

OSHKOSH SPORTSWEAR.
Ringo. Slip. © Oshkosh Sportswear a.a.d.o. Oshkosh B' Gosh, Inc.; 15Oct63; KK179583.

Rugger. Slip. © Oshkosh Sportswear a.a.d.o. Oshkosh B' Gosh, Inc.; 15Oct63; KK179584.

Stance. Slip. © Oshkosh Sportswear a.a.d.o. Oshkosh B' Gosh, Inc.; 15Oct63; KK179586.

Stride. Slip. © Oshkosh Sportswear a.a.d.o. Oshkosh B' Gosh, Inc.; 15Oct63; KK179587.

OSTER (JOHN) MANUFACTURING CO. ©
He might miss, but your Oster premiums won't. (In Premium practice, Apr. 1964, p.165) © 1Apr64; KK180840.

The kind of clipper your dog deserves; Oster animal clippers. (In Dog world, May 1964, p.23) © 1May64; KK180419.

Matched for performance, for profits; animal clippers. (In Pet shop management, Apr. 1964, p.39) © 1Apr64; KK180841.

Oster performance matched animal clippers for humane, professional hair clipping and surgical shaving; model A-5. (In Modern veterinary practice, red book ed., Apr. 15, 1964, p.186) © 15Apr64; KK180762.

Sign of the Oster professional, where modern barbering begins. (In Barber's journal & men's hair-stylist, Apr. 1964, p.22-23) © 1Apr64; KK180247.

OSTER CORP. ©
Instant drinksmanship; Osterizer spins away the complications of complex cocktails. (In Esquire, June 1964, p.158) © 1Jun64; KK180763.

Something new, glamorous custom crafted appliances by Oster, the gifts you'd like to get. (In The Bride's magazine, autumn forecast 1964, p.42) © 1Jun64; KK180764.

OTIS STEEL PRODUCTS CORP. ©
Quality lines with economy in mind, bookcases, storage cabinets, butleracks. 1 v. © 10Jan64 (in notice: 1963); KK178769.

OTTENHEIMER PUBLISHERS, INC. ©
Steno lettering guide; in this kit you get 1 card 1"size. (Set no.44) NM: additions. © 15Jan64; KK180903.

OXFORD PAPER CO. ©
Don't just lie there, sell something. (In American pressman, Mar. 1964, p.9) Appl. author: Charles W. Hoyt Co., Inc. © 15Mar64; KK179523.

Don't just lie there, sell something! It can't talk, extend a friendly handshake. (In Advertising & Sales promotion, April 1964, p.2) Appl. author: Charles W. Hoyt Co., Inc. NM: revision. © 20Mar64; KK181062.

Headed for the bestseller list, or oblivion? There's no way to be certain about a manuscript. (In Book industry, April 1964, p.4) Appl. author: Charles W. Hoyt Co., Inc. © 1Apr64; KK181061.

Headed for the bestseller list, or oblivion? There's no way to be certain about a manuscript. (In Printer's ink, May 1, 1964, p.26) Appl. author: Charles W. Hoyt Co., Inc. NM: revision. © 1May64; KK181057.

How would you like a paper named after you? Every once in a while a problem comes up. (In Inland printer/American lithographer, April 1964, p.32) Appl. author: Charles W. Hoyt Co., Inc. NM: revision. © 1Apr64; KK181059.

How would you like a paper named after you? The National Geographic is printed on a special paper. (In Printer's ink, Mar. 20, 1964, p.69) Appl. author: Charles W. Hoyt Co., Inc. © 20Mar64; KK181058.

Published anything for posterity lately? (In Book production, Jan. 1964, p.2 of cover) Appl. author: Charles W. Hoyt Co., Inc. © 2Jan64; KK178659.

Too many brochures reach the wrong prospects and deserve to. (In New England printer & lithographer, Jan. 1964, p.61) Appl. author: Charles W. Hoyt Co., Inc. © 12Jan64; KK178658.

Written anything for posterity lately? [Display case] (In Printer's ink, Apr. 3, 1964, p.28) Appl. author: Charles W. Hoyt Co., Inc. NM: revision. © 3Apr64; KK181060.

P

P & T DISTRIBUTING CO., LTD. ©
From the right little island, Park & Tilford special selection scotch whisky. (In Managers & stewards directory, Dec. 1963, p.9) © 1Dec63; KK179086.

Give all the Scotch you pay for; Park & Tilford Special Selection. (In Esquire, Dec. 1963, p.E92B) © 1Dec63; KK179162.

Hobnob with the best; Park & Tilford Private Stock. (In Yachting in Chicago, 1963 ed., Nov. 16, 1963, p.71) © 16Nov63; KK179164.

P.S., I love you; Park & Tilford Private Stock, Kentucky straight bourbon shiskey. (In The Evening sun, Baltimore, Jan. 28, 1964, p.B7) © 28Jan64; KK179163.

Park & Tilford Carriage whisky. [Bottle] (In Milwaukee journal, Nov. 20, 1963, pt.2, p.24) © 20Nov63; KK179165.

Park & Tilford Carriage whisky. [Colonial man ringing bell] (In Milwaukee journal, Nov. 13, 1963, pt.2, p.22) © 13Nov63; KK179159.

Park & Tilford Scotch liqueur. (In El Diario-La Prensa, New York, Sept. 27, 1963, p.7) © 27Sep63; KK179160.

Today's popular taste, Park & Tilford California brandy. (In Milwaukee journal, Nov. 8, 1963, pt.2, p.17) © 8Nov63; KK179161.

Your business savvy tells you that this big name at this low price is an unbeatable sales combination; Park & Tilford 1840. (In Patterson's California beverage gazeteer, Apr. 1963, p.33) © 1Apr63; KK179143.

PH PHARMACEUTICALS.

Fedracones, rectal suppositories for hemorrhoids. Card. © PH Pharmaceuticals, Philip H. Waxman, sole owner; 1Nov63; KK178538.

PAGE, E. H.
Directions for use; table of muriatic acid needed. Slip. © 4Oct63; KK177947.

PACIFIC COAST ENGINEERING CO. ©
Paceco RR-T Transtainer, 50 ton. Sheet. © 3Jun64; KK181309.

PACIFIC HAWAIIAN PRODUCTS CO.
How about a nice Hawaiian Punch? (Motion display for Hawaiian Punch) Card. © 2Jan64 (in notice: 1963); KK178866.

PACIFIC WIRE WORKS CO. ©
Pacific Wire-Grams, by George G. Altnow.
Jan. 1964. © 1Jan64; KK178123.
Feb. 1964. © 1Feb64; KK178657.
Mar. 1964. © 1Mar64; KK179247.
Apr. 1964. © 1Apr64; KK179678.
May 1964. © 1May64; KK180607.
June 1964. © 1Jun64; KK180981.

PALMER, CHARLES. ©
Directions for making an apostle Christmas tree ornament. Sheet. © 10Oct63; KK179110.

PANART RECORDING CORP. ©
La Cuba de ayer, Fernando Albuerne. On wrapper. © 29Jan64 (in notice: 1963); KK178568.

PANGBURN CO., INC. ©
English toffee; net wt. 7 1/2 oz. On wrapper. © 24Jan64; KK178913.

- PAPER DIVISION, CHAMPION PAPERS, INC.
See CHAMPION PAPERS, INC. PAPER DIVISION.
- PARAGON ELECTRIC CO., INC.
Employees, customers, suppliers vacation schedule, 1964. Folder. Appl. author: Albert Riutta. © Paragon Electric Co., Inc., sub. of American Machine & Foundry Co.; 17Feb64; KK179752.
- PARAMOUNT ADV. PUB. RELS. & PROMS., INC. ©
Products from Jaffa citrus and purified water. (In The Guide, Dec. 25, 1963, p.3) © 26Dec63; KK178072.
- PARFUMS CORDAY, INC. ©
A creamy new form of fragrance that gently clings to your skin far into the exciting hours; creme de parfum rollette. (In Glamour, Mar. 1964, p.2) © 20Feb64; KK180145.
Fragrance has a ball; Toujours moi. (In Beauty fashion, Dec. 1963, p.1) © 10Dec63; KK178077.
Spring spraygrance special, never misses. (In Beauty fashion, Feb. 1964, p.1) © 10Feb64; KK180204.
- PARK & TILFORD DISTRIBUTING CO., LTD. ©
Best brandy buy. (In Milwaukee Journal, Nov. 15, 1963, p.25, pt.2) © 15Nov63; KK179696.
- PARKE, DAVIS & CO. ©
The burden of idleness; Dilantin. Card. © 27Jan64 (in notice: 1963); KK180742.
Epilepsy may limit opportunity ... Dilantin. Folder. © 26Mar64; KK180737.
Focus on cough ... Benylin Expectorant. Card. © 4Mar64; KK180733.
For effective progestational action in menstrual disorders, Norlutate. Folder. © 17Jan64 (in notice: 1963); KK180743.
Hard gelatin capsules. © 30Jan64; KK180947.
Imposed idleness, feelings of frustration, but epilepsy need not mean unemployment. Dilantin, diphenylhydantoin; PD-D-1839. Folder. © 13Dec63; KK178780.
In disorders of menstruation and pregnancy, orally effective progestational therapy, Norlutate, norethindrone acetate; PD-D-1866. Folder. © 27Dec63; KK178778.
In oxyuriasis, familiarity breeds contagion, one logical therapy, Povan, pyrrinium pamoate; PD-D-1803. Card. © 4Dec63; KK178774.
It just doesn't happen this way. (In The Atlantic, Nov. 1963, p.91) Appl. author: Young & Rubicam, Inc. © 30Oct63; KK180347.
The man in action is the one taking Kapseals Eldec; PD-D-1849. [Elderly man aims rifle as other sits & reads by stove] Card. © 10Dec63; KK178776.
The man in action is the one taking Kapseals Eldec; PD-D-1851. [Elderly man bowls as other sits & reads] Card. © 20Dec63; KK178775.
The man in action is the one taking Kapseals Eldec; PD-D-1852. [Elderly man holds football as other sits & reads] Card. © 27Nov63; KK178773.
New oral contraceptive, Norlestrin. Folder. © 24Mar64; KK180734.
New oral contraceptive, Norlestrin; outstandingly effective in clinical trials. Folder. NM: "additional pictorial matter." © 21Apr64; KK181136.
1 child with pinworms, 49 candidates for Povan. Card. © 28Feb64; KK180732.
- 1 youngster with pinworms, 19 candidates for Povan. Card. © 16Apr64; KK180735.
Out of work, out of hope, but epilepsy need not mean unemployment. Dilantin, diphenylhydantoin; PD-D-1840. Folder. © 5Dec63; KK178779.
65 and still a winner, with the help of Eldec Kapseals. Card. © 24Mar64; KK180739.
65 and still in the mainstream with the help of Eldec Kapseals. Card. © 10Apr64; KK180736.
Specifically compounded for relief of cough, Benylin expectorant; PD-D-1731. Card. © 27Nov63; KK178772.
Time on his hands; but epilepsy need not mean unemployment, Dilantin. Folder. © 26Feb64 (in notice: 1963); KK180740.
Trouble in view for the allergic patient ... Benadryl. (Fish) Folder. © 27Mar64; KK180738.
Unproductive, unemployed ... Dilantin. Card. © 16Jan64 (in notice: 1963); KK180741.
Whatever the shape or form of allergy; Benadryl, diphenhydramine hydrochloride, effectively relieves the symptoms of food allergy; PD-D-1829. Folder. © 24Dec63; KK178777.
- PARKER BROS., INC. ©
Bingo with automatic selector. On wrapper. © 19Dec63; KK178174.
Construct-O-Straws, the new dimension in construction toys. On wrapper. © 27Apr64; KK180469.
Game of cat and mouse, ages 4-10. On wrapper. © 3Feb64; KK178840.
Parker Brothers real estate trading game, Monopoly. On wrapper. © 7Apr64; KK179666.
Sorry, Parker Brothers slide pursuit game. On wrapper. © 4Mar64; KK179444.
- PARKER PEN CO. ©
Enroll your class in Parker's Pen-friend program and let our World's Fair computer match your class with another U. S. class. (In Grade teacher, May 1964, p.83) Appl. author: Leo Burnett Co., Inc. © 1Apr64; KK179828.
Give him the pen that makes its own ink; the remarkable Parker 61. (In The New Yorker, Dec. 7, 1963, p.115) Appl. author: Leo Burnett Co., Inc. © 5Dec63; KK179986.
Give the Parker 45 convertible, the only pen that fills two ways. (In Life, June 5, 1964, p.6) Appl. author: Leo Burnett Co., Inc. © 1Jun64; KK180865.
Graduation gifts from Parker; the Parker 45 convertible. (In Life, May 22, 1964, p.42-43) Appl. author: Leo Burnett Co., Inc. © 18May64; KK180815.
How to give remarkably; the remarkable Parker 61. (In The New Yorker, May 2, 1964, p.135) Appl. author: Leo Burnett Co., Inc. © 30Apr64; KK180296.
Just one could be all you'll ever need; the Parker T-Ball Jotter isn't thrown together. (In Life, Apr. 24, 1964, p.115) Appl. author: Leo Burnett Co., Inc. © 20Apr64; KK180293.
A lot more gift for your money, the Parker 45 convertible with a solid 14k gold point. (In Life, Apr. 17, 1964, p.88) Appl. author: Leo Burnett Co., Inc. © 13Apr64; KK179872.
Marvelous piece of machinery; try to find something wrong with this ball pen; it's our Parker T-Ball Jotter. (In Life, Mar. 20, 1964, p.22) Appl. author: Leo Burnett Co., Inc. © 16Mar64; KK179324.
- \$1.98, for a ball pen? (In Life, Apr. 3, 1964, p.2) Appl. author: Leo Burnett Co., Inc. © 30Mar64; KK179636.
Parker \$300,000 World's Fair sweepstakes. (In Life, Mar. 6, 1964, p.5) Appl. author: Leo Burnett Co., Inc. © 2Mar64; KK179482.
The pen that fills itself, the remarkable Parker 61. (In The New Yorker, Apr. 4, 1964, p.85) Appl. author: Leo Burnett Co., Inc. © 2Apr64; KK179865.
The pen that makes its own ink, the remarkable Parker 61. (In The New Yorker, Apr. 18, 1964, p.79) Appl. author: Leo Burnett Co., Inc. © 16Apr64; KK179864.
This is the new stainless steel socket for the Parker T-ball. (In Life, Feb. 21, 1964, p.1) Appl. author: Leo Burnett Co., Inc. © 17Feb64; KK179424.
What's life like for someone just like you in a foreign land? Find out, join the Parker Penfriend Program. (In Practical English, Apr. 3, 1964, p.37) Appl. author: Leo Burnett Co., Inc. © 3Apr64; KK179998.
When you give the Parker 45 convertible people think you paid more. (In Life, May 8, 1964, p.26) Appl. author: Leo Burnett Co., Inc. © 4May64; KK180402.
Why put so much in a ball pen? (In Life, June 12, 1964, p.17) Appl. author: Leo Burnett Co., Inc. © 8Jun64; KK180997.
- PARKS (ROBERT M.) CO. See PARKS PRODUCTS.
- PARKS PRODUCTS.
Shave Ease, daily shaver care; contents 6 ounces. On wrapper. © Parks Products a.a.d.o. Robert M. Parks Co., Inc.; 23Dec63; KK178697.
- PASLODE CO.
Fastening equipment. 12 p. (Catalog no.12) NM: revisions & additions. © Paslode Co., division Signode Steel Strapping Co.; 3Apr64; KK179973.
- PATENT SCAFFOLDING CO.
Gold Medal personnel-material hoist; traction type, model B. Folder. (Bulletin PH-1) Appl. author: Complan, Inc., division of De Garmo, Inc. © Patent Scaffolding Co., division of Harsco Corp.; 13Apr64; KK180323.
- PATTON, JAMES.
Romantic island. See SEEMAN (JAMES) STUDIOS, INC.
- PAYNE CO. ©
Air management specialist; year-around air conditioning. [Boy & birthday cake] (In Time, Southwest, Pacific Northwest & Pacific Southwest ed., Sept. 20, 1963, p.109) Appl. author: Hixson & Jorgensen, Inc. © 20Sep63; KK178016.
Air management specialist; year-around air conditioning. [Boy & pinwheel] (In Time, Southwest, Pacific Southwest & Pacific Northwest ed., Oct. 18, 1963, p.5) Appl. author: Hixson & Jorgensen, Inc. © 18Oct63; KK178024.
Air management specialist; year-around air conditioning. [Boy & sailboat] (In Time, Southwest, Pacific Southwest & Pacific Northwest ed., Nov. 15, 1963, p.84) Appl. author: Hixson & Jorgensen, Inc. © 15Nov63; KK178022.
Air management specialist; year round air conditioning. Boy blowing paper snake. (In Time, Southwest, Pacific Northwest, Pacific Southwest ed., Feb. 21, 1964, p.E1) Appl. author: Hixson & Jorgensen, Inc. © 18Feb64; KK179343.

- Air management specialist; year round air conditioning. [Boy blowing soap bubbles] (In Time, Southwest, Pacific Southwest & Pacific Northwest ed., Jan. 24, 1964, p. E2) Appl. author: Hixson & Jorgensen, Inc. © 21Jan64; KK179302.
- Air management specialist; year round air conditioning. Boy with birthday cake. (In Architectural record, Western ed., Nov. 1963, p. 32-33) Appl. author: Hixson & Jorgensen, Inc. © 5Nov63; KK179347.
- Air management specialist; year-round air conditioning. [Girl & balloon] (In Time, Southwest, Pacific Northwest & Pacific Southwest ed., Dec. 27, 1963, p. 3) Appl. author: Hixson & Jorgensen, Inc. © 27Dec63; KK178023.
- PEAK, B.
Get real action, 7-Up your thirst away. See SEVEN-UP CO.
- PEARL DUCK, INC. ©
Free, it's like getting 12 blades free every time you buy a carton of Dubl Duck blue shaper blades. (In American hairdresser, May 1962, p. 24) Appl. author: Wella Corp. © 1May62; KK179967.
- PEKAO TRADING CORP. ©
Na Wielkanoc Do Polski Paczki. Sheet. © 21Jan64; KK178486.
- PEKINPAH, BETTY. ©
The Broken Bit Ranch sachet from the little bit. Card. © 25Mar64; KK179486.
- PELLON CORP. ©
Almost everything for a man has Pellon non-woven interfacing to keep the shape. (In Esquire, Mar. 1964, p. 140) © 18Feb64; KK178991.
Even after a lashing, the look stays dashing, with Pellon. (In Men's wear, Jan. 24, 1964, p. 7) © 24Jan64; KK178379.
Every female is two women; non-woven interfacing. (In Vogue, Feb. 1, 1964, p. 67) © 20Jan64; KK180575.
For a more professional look, stabilize detail areas with Pelomite. (In Good housekeeping magazine, Feb. 1, 1964, p. 199) © 20Jan64; KK180725.
I keep telling you, it won't pucker. (In Women's wear daily, Jan. 7, 1964, p. 3) © 7Jan64; KK178413.
Now that you've cut the shape, make sure you keep the shape with Pellon, non-woven interfacing. (In Good housekeeping, Feb. 1964, p. 199) © 20Jan64; KK180575.
Why do these shirts put all others in the background? Because it's an exciting new look in shirts. (In Daily news record, Mar. 10, 1964, p. 9) © 10Mar64; KK181135.
- PENDLETON TOOL INDUSTRIES, INC. ©
Profits ... the keystone of capitalism, often referred to as free enterprise. Sticker. © 15Dec63; KK178738.
- PENDLETON WOOLEN MILLS. ©
Country clothes by Pendleton. (In Seventeen, Nov. 1963, p. 44-45) © 1Nov63; KK179996.
The man couldn't resist their first train. (In Esquire, Dec. 1963, p. 241) © 15Nov63; KK178420.
The man likes getting away for a spell ... the Sir Pendleton, made for a day like this. (In Sports illustrated, Nov. 4, 1963, p. 52) © 31Oct63; KK179997.
The man nearing the end of a perfect day. (In True, Oct. 1963, p. 88) © 20Sep63; KK178418.
- A notable Pendleton, one to be proud of at the first sign of a good brisk day. (In Sports illustrated, Nov. 25, 1963, p. 43) © 21Nov63; KK178416.
- A notable Pendleton, two styles that are here to stay. (In Sports illustrated, Nov. 11, 1963, p. 70) © 7Nov63; KK178419.
- Notable Pendletons, a man's kind of sweater. (In Sports illustrated, Nov. 18, 1963, p. 67) © 14Nov63; KK178417.
- PENNSYLVANIA BANKERS ASSN. ©
Interested in job insurance? Folder. Appl. author: Thomas B. Shriver, Jr. © 13Feb64; KK179939.
- PENTO, INC. ©
Vintage 63 for that certain someone who has everything; toothpaste. On box. Appl. author: H. Allen Lightman. © 8Oct63; KK178683.
- PEPPERIDGE FARM, INC. ©
Chocolate parfait cake; net wt. 9 oz. On wrapper. © 20Dec62; KK178385.
Conestoga white rolls; net wt. 5 1/2 oz. On folding carton. © 21Dec63; KK178842.
Delicious with cocktails, soups and salads, new, Pepperidge Farm Goldfish, over 1000 tiny crackers; net wt. 1 lb. 8 oz. Sheet. © Pepperidge Farm, Inc.; 7Feb64; KK178740.
Party rye slices; net wt. 8 oz. On wrapper. © 5Nov63; KK178387.
Thin sliced, white enriched bread (Large family loaf) Net wt. 2 lbs. On wrapper. © 15Dec62; KK178386.
White enriched bread; net weight 1 lb. (Un sliced white bread) On wrapper. © 16Apr64; KK180200.
- PEPSI-COLA CO. ©
Come alive, you're in the Pepsi generation. (In The Okemah daily leader, May 26, 1964, p. 2) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26May64; KK180954.
Now it's Pepsi, for those who think young. [Blonde checking score over golfer's shoulder] (In Life, May 25, 1962, p. 67) © 25May62; KK179484.
- PET MILK CO. ©
Big Shot chocolate flavored syrup for milk; 12 fl. oz. On can. © 15Jan64; KK179843.
- PETBURGER PRODUCTS.
Fish 'n Chips cat food; 14 oz. net weight. On wrapper. © Jacob Naistadt d.b.a. Petburger Products; 18May64; KK180610.
- PETROCELLI CLOTHES, INC. ©
Play a leading part in a Petrocelli. [Endorsed by Cesar Romero] Folder. (Service from stock, edition no. 10) Appl. author: Will Kaplan Advertising. © 15Jan64; KK178285.
- PEYTON PACKING CO. ©
Handy-dandies from Peyton's; Del Norte brand sliced bacon. (In El Paso herald-post, home ed., Jan. 23, 1964, section B, p. 14) Appl. author: Thomas S. Duff. © 23Jan64; KK178650.
A new hat, an old favorite; ham. (In El Paso herald-post, city ed., Mar. 26, 1964, section A, p. 8) Appl. author: Thomas S. Duff. © 26Mar64; KK179395.
Why wait? Have a picnic indoors; vacuum sealed bologna. (In El Paso herald-post, city ed., Feb. 20, 1964, section C, p. 4) Appl. author: Thomas S. Duff. © 20Feb64; KK178885.
- PFAFF INTERNATIONAL CORP. ©
First it threads itself and then it sews on buttons. (In McCall's pattern fashions, spring 1963) © 21Jan63; KK180379.
100 years perfect. (In Advance home catalog, spring 1962) © 9Jan62; KK180382.
Pfun; sewing is pfun with Pfaff. (In Good housekeeping, Sept. 1963, p. 165) © 20Aug63; KK180380.
Pfun; sewing is pfun with Pfaff. (In The Reader's digest, Apr. 1963) © 26Mar63; KK180381.
- PHILLIPS, RAY. See PHILLIPS-THOMAS PRODUCTS.
- PHILLIPS PETROLEUM CO. ©
Now here, the gasoline that won the West. (In The Burlington free press, Dec. 31, 1963, p. 11) Appl. author: J. Walter Thompson Co. © 31Dec63; KK178412.
- PHILLIPS-THOMAS PRODUCTS.
The original swing pitch. Card. © Ray Phillips & Richard C. Thomas d.b.a. Phillips-Thomas Products; 9May64; KK180404.
- PHILLIPS-VAN HEUSEN CORP. ©
This man is wearing a men's sport blouse. (In Daily news record, Apr. 4, 1963, insert between p. 4 & 5) © 4Apr63; KK179848.
- PICO SAFE STAIRS CO. ©
Pico in concrete. Folder. © 31Jan64; KK179042.
Pre-fabricated, pre-erected steel stairs. 1 v. © 13Sep63; KK178010.
- PIEL BROS., INC. ©
The best way to enjoy a can of peak-flavor Piel's is to punch a hole in one; Bert Piel breaks par. (In Danbury news-times, Aug. 23, 1963, p. 19) Appl. author: Young & Rubicam, Inc. © 23Aug63; KK177854.
Don't pay a penny more; the Piel-back can, yours at no extra cost. (In The Morning call, Allentown, Pa., Oct. 31, 1963, p. 7) Appl. author: Young & Rubicam, Inc. © 31Oct63; KK180336.
Fans who know the ropes buy Piel's; Bert Piel pulls no punches; get the Piel's economy pak. (In New York journal American, Aug. 30, 1963, p. 18) Appl. author: Young & Rubicam, Inc. © 30Aug63; KK177858.
Fans who know the ropes buy Piel's; Bert Piel pulls no punches; get the Piel's 16 oz. 6-pack. (In Poughkeepsie journal, Aug. 28, 1963, p. 41) Appl. author: Young & Rubicam, Inc. © 28Aug63; KK177853.
Fans who know the ropes buy Piel's; Bert Piel pulls no punches; Piel's now at popular prices. (In The Philadelphia inquirer, Aug. 26, 1963, p. 24) Appl. author: Young & Rubicam, Inc. © 26Aug63; KK177864.
Get this much on the house when you buy this 16 oz. bottle; beer. (In Schenectady gazette, Oct. 8, 1963, p. 21) Appl. author: Young & Rubicam, Inc. © 8Oct63; KK180331.
Get this much on the house, when you buy this 16 oz. bottle; beer. (In The Salem evening news, Oct. 9, 1963, p. 3) Appl. author: Young & Rubicam, Inc. © 9Oct63; KK177851.
In an age of mass produced beers, Piel's retains the personal touch. (In Life, Nov. 15, 1963, p. 120) Appl. author: Young & Rubicam, Inc. © 11Nov63; KK180344.
Piel's hits the flavor home run every time; here's the pitch from Bert Piel. (In The Hartford courant, Aug. 14, 1963, p. 6) Appl. author: Young & Rubicam, Inc. © 14Aug63; KK177857.

PIEL BROS., INC.-Con.

- Piells is always in the swim; Bert makes a big splash; get the big news from Piells. (In Wilmington morning news, Aug. 15, 1963, p.42) Appl. author: Young & Rubicam, Inc. © 15Aug63; KKL177866.
- Piells is always in the swim; Bert makes a big splash; get the Piells 16 oz. 6-pack. (In Poughkeepsie Journal, Aug. 15, 1963, p.28) Appl. author: Young & Rubicam, Inc. © 15Aug63; KKL177863.
- Piells makes a flavor touchdown every time; Bert Piel gives a pep talk; get the Piells economy pak. (In The Troy record, Sept. 4, 1963, p.3) Appl. author: Young & Rubicam, Inc. © 4Sep63; KKL177860.
- Piells makes a flavor touchdown every time; Bert Piel gives a pep talk; get the Piells 16 oz. 6-pack. (In The Times herald record, Middletown, N. Y., Sept. 5, 1963, p.69) Appl. author: Young & Rubicam, Inc. © 5Sep63; KKL177865.
- Piells makes a flavor touchdown every time; Bert Piel gives a pep talk; Piells now at popular prices. (In Reading eagle, Sept. 3, 1963, p.15) Appl. author: Young & Rubicam, Inc. © 3Sep63; KKL177859.
- Piells prices dive; Bert makes a big splash. (In The Morning call, Allentown, Pa., Aug. 16, 1963, p.36) Appl. author: Young & Rubicam, Inc. © 16Aug63; KKL177862.
- Proof right under your nose; Piells is the beer that's peak-flavor brewed for peak-of-flavor taste. (In Life, Oct. 4, 1963, p.R5) Appl. author: Young & Rubicam, Inc. © 30Sep63; KKL177846.
- What do you think, Bert? Here's a hot tip from Bert Piel. (In Danbury news-times, Aug. 21, 1963, p.30) Appl. author: Young & Rubicam, Inc. © 21Aug63; KKL177855.
- You get a bottle and a half, 24 oz. on the house when you buy the 16 oz. 6-pack. (In Springfield daily news, Nov. 14, 1963, p.42) Appl. author: Young & Rubicam, Inc. NM: revision. © 14Nov63; KKL181163.
- Your Piells dealer has a whopper of a savings for you. (In New York world-telegram, Aug. 19, 1963, p.15) Appl. author: Young & Rubicam, Inc. © 19Aug63; KKL179413.
- Your Piells dealer has a whopper of a savings for you; take a look at Bert's latest line; get the Piells 16 oz. 6-pack. (In The Times herald, Middletown, N. Y., Aug. 22, 1963, p.71) Appl. author: Young & Rubicam, Inc. © 22Aug63; KKL177852.
- Your Piells dealer has a whopper of a savings for you; take a look at Bert's latest line; Piells now at popular prices. (In The Milton Standard, Aug. 21, 1963, p.4) Appl. author: Young & Rubicam, Inc. © 21Aug63; KKL177861.

PIERCE PRE-COOKED FOODS, INC. ©

- Save up to 60¢ a case; 3 great new Bonanza-Cut packs by Pierce-Chik and Honey-Dipt save you real money. Folder. © 14Jan64; KKL179258.
- 12 Pierce-Chik Bonanza-Cut, 4 piece; Pierce-Chik fully cooked chicken parts breaded with Calolite for finer frying. On folding carton. © 14Jan64; KKL179259.
- 12 Pierce Honey-Dipt Bonanza-Cut, 4 piece; Pierce Honey-Dipt fully cooked chicken parts breaded and frozen. On folding carton. © 14Jan64; KKL179260.

PILLSBURY CO. ©

- Bavarian creme angel food mix; 15 1/2 oz. net wt. On folding carton. © 23Mar64; KKL179360.

Chocolate chip slice 'n bake cookies; net wt. 14 3/4 oz. On wrapper. Appl. states prev. reg. KKL150131. NM: art work. © 16Dec63; KKL179362.

8 raspberry turnover pastries; net wt. 14 oz. On folding carton. © 3Feb64; KKL179359.

Extra light, blueberry pancake mix; 12 oz. net wt. On folding carton. Appl. states prev. reg. KKL153083. NM: revisions. © 16Mar64; KKL179361.

Fudge brownie mix with walnuts; 1 lb. 1 1/4 oz. net wt. On folding carton. Appl. states prev. reg. KKL169316. NM: revision. © 2Jan64; KKL178587.

Funny-face drink; Chinese cherry; makes 2 quarts. On bag. © 17Feb64; KKL179354.

Funny-face drink; freckle face strawberry; makes 2 quarts. On bag. © 17Feb64; KKL179358.

Funny-face drink; goofy grape; makes 2 quarts. On bag. © 17Feb64; KKL179353.

Funny-face drink; Injun orange; makes 2 quarts. On bag. © 17Feb64; KKL179355.

Funny-face drink; loudmouth lime; makes 2 quarts. On bag. © 17Feb64; KKL179357.

Funny-face drink; rootin'-tootin' raspberry; makes 2 quarts. On bag. © 17Feb64; KKL179356.

Lemon angel food mix; 15 1/2 oz. net wt. On folding carton. © 23Mar64; KKL179364.

New, buttercream recipe frosting mix, caramel; 13 1/2 oz. net wt. On folding carton. Appl. states prev. reg. KKL172579. NM: revision. © 13Jan64; KKL178592.

New, buttercream recipe frosting mix, double Dutch fudge; 12 1/2 oz. net wt. On folding carton. Appl. states prev. reg. KKL174506. NM: revision. © 13Jan64; KKL178584.

New, buttercream recipe frosting mix, fudge; 12 1/2 oz. net wt. On folding carton. Appl. states prev. reg. KKL172581. NM: revision. © 13Jan64; KKL178585.

New, buttercream recipe frosting mix, lemon flavor; 13 1/2 oz. net wt. On folding carton. Appl. states prev. reg. KKL177084. NM: revision. © 13Jan64; KKL178590.

New, buttercream recipe frosting mix, milk chocolate; 12 1/2 oz. net wt. On folding carton. Appl. states prev. reg. KKL172582. NM: revision. © 13Jan64; KKL178589.

New, buttercream recipe frosting mix, vanilla imitation flavor; 13 1/2 oz. net wt. On folding carton. Appl. states prev. reg. KKL172583. NM: revision. © 13Jan64; KKL178591.

New, instant blending enriched flour; 2 lbs. net. On bag. © 27Jan64; KKL178582.

New, 10 deluxe layered biscuits; net wt. 8 oz. On wrapper. © 4Nov63; KKL178583.

Peanut butter slice 'n bake cookies; net wt. 15.3 oz. On wrapper. Appl. states prev. reg. KKL154831. NM: additions. © 1Nov63; KKL178588.

Vienna style white moist cake mix; 1 lb. 4 oz. net wt. On folding carton. © 16Mar64; KKL179363.

White angel food mix; 15 1/2 oz. net wt. On folding carton. Appl. states prev. reg. KKL162250. NM: revisions. © 1Feb64; KKL178586.

PINDYCK (CHARLES) INC. ©

- Charles Pindyck, Inc., introduces nursery rhyme time gift magic. Folder. Appl. author: J. W. Bolland. © 18Nov63; KKL178865.

Dee Gee of California, Inc., division, lovable, foam-filled, washable terry toys; catalog, 1964. Appl. author: J. W. Bolland. © 23Nov63; KKL178863.

Dee Gee of California, Inc., lovable, foam filled, washable; Terry Toys. Sheet. Appl. author: J. W. Bolland. © 7Jan64; KKL178008.

Me Too, proportioned fashions for baby created by Bette A; style 570. Folder. Appl. author: J. W. Bolland. © 3Sep63; KKL178862.

New from Knitmode, nursery rhyme time gift magic; now, select your own gift combinations. Folder. Appl. author: J. W. Bolland. © 18Nov63; KKL178864.

PIOLET BUTTON & NOVELTY CORP. ©

Piolet presents Roma, the button for all seasons; dull center suit & topcoat buttons. Sheet. Appl. author: William W. Falk. © 20May64; KKL180942.

PLATT, MARTIN. See ECONOMY LAWN SERVICE.

PLEASE PRODUCT CO. ©

Clean with ease, use new Please glass cleaner plus stoves, walls, woodwork. Sticker. Appl. author: Dayton William Collins. © 23Jan64; KKL178770.

PLEAT-NEAT CO.

Rug needle. Sheet. © Gary B. Standard d.b.a. Pleat-Neat Co.; 7May63; KKL179976.

PLUSWOOD INDUSTRIES. ©

Genuine African hardwood, Acryclad prefinished paneling. Sticker. Illus. signed: Jacano, pseud. of Jacques Hanot. © 23Dec63; KKL181075.

POMONA TILE MANUFACTURING CO. ©

Signature tile comes of age. (In Tile & architectural ceramics, June 1964, p.2 of cover) Appl. author: Anderson-McConnell Advertising Agency, Inc. © 12Jun64; KKL181115.

Test model 1964. (In Tile & architectural ceramics, May 1964, p.2) Appl. author: Anderson-McConnell Advertising Agency, Inc. © 11May64; KKL180773.

POMPI, CARL. See POMPI BROS.

POMPI, FRANK. See POMPI BROS.

POMPI BROS.

New, Pompei Hide-A-Way slipcovers; RN no. 33743. On bag. © Carl Pompei & Frank Pompei d.b.a. Pompei Bros.; 12Dec63; KKL180093.

POND (A. H.) CO., INC. ©

Choosing your engagement and wedding rings; Keepsake. Folder. Appl. author: Conklin, Labs & Bebee, Inc. © 5Mar64; KKL179308.

POPE & TALBOT, INC. ©

Customboard by Pope & Talbot, Inc.; the all perfect wood. Folder. © 15Apr64; KKL180405.

Hardboard face Customply. Sheet. © 31May64; KKL180889.

Hardwood veneer Customply. Sheet. © 31May64; KKL180887.

Plastic faced Customply. Sheet. © 31May64; KKL180888.

The secret of smooth, resilient floors, custom-base underlayment. Folder. © 25May64; KKL180886.

POPOV DISTILLING CO.

Last year Popov 80 proof was Michigan's lowest-priced vodka. (In Michigan beverage news, Apr. 20, 1964, p.3) Appl. author: Benton & Bowles, Inc.

© Popov Distilling Co., a subsidiary of Heublein, Inc.; 20Apr64; KK181071.

PORTER (H. K.) CO., INC. CONNORS STEEL DIVISION. © Roof deck sub-purlins. 1 v. (Catalog no. 30164) NM: additions & revisions. © 10Apr64; KK181260.

POST DIVISION, GENERAL FOODS CORP. See GENERAL FOODS CORP.

POULTRY GUILD, INC. © Bonanza. Sticker. (Form B-3) © 14Jan64; KK179706.

POWELL INDUSTRIES. © Tear gas protection everyone can afford, new Jet Commando. (In The Evening bulletin, Mar. 19, 1964, p.51) © 19Mar64; KK180038.

POWER EQUIPMENT DIVISION, LEAR SIEGLER, INC. See LEAR SIEGLER, INC.

PREFERRED BUSINESS SERVICE CORP. © A rose may be a rose by any name, but there is a difference in temporary office personnel service. Folder. © 5May64; KK180618.
Wanted, qualified temporary secretary; found, an angel in disguise from Preferred. Folder. © 22May64; KK180617.
Welcome to the home of Preferred's angels in disguise. Folder. © 11May64; KK180616.

PRINCEVILLE CANNING CO. © Royal Prince instant mashed yams; net wt. 5 ozs. On folding carton. Appl. author: Jordon Truitt. © 15Jun64; KK180850.

PROCTER & GAMBLE CO. Charmin towels; 200 super soft. On wrapper. © Procter & Gamble a.a.d.o. Procter & Gamble Co.; 9Mar64; KK180793.

More patients with no new decay. (In Dental management, Nov. 1963, p.4 of cover) © 1Nov63; KK177950.

There were 34% fewer cavities with Crest, says Mrs. Elizabeth Jones of Gary, Indiana. (In Ebony, Nov. 1963, p.41) Appl. author: Benton & Bowles, Inc. © 15Oct63; KK177989.

Why your dentist may recommend Crest at your next checkup. (In The Reader's digest, Dec. 1963, p.48) Appl. author: Benton & Bowles, Inc. © 26Nov63; KK179118.

PRODUCTION & MARKETING CO. © Scrabble for juniors. [Gameboard having objects around outside board] Sheet. NM: pictorial matter. Appl. author: Selchow & Righter Co. © 23Jan64; KK180939.
Scrabble for juniors. [Playing board with design] Sheet. Appl. author: Selchow & Righter Co. NM: additions. © 23Jan64; KK180597.
Scrabble for juniors, new words; edition two; no.18. On wrapper. Appl. author: Selchow & Righter Co. NM: additions. © 23Jan64; KK180596.

PULVERIZING MACHINERY. © Mikro-Pulverizer. 11 p. (Bulletin MP-1) NM: "additional text." © 30Dec63; KK179069.

PUNCH-LOK CO. © Clampways. (Bulletin no.85) 1 v. © 15Jan64; KK178142.
Clampways. Sheet. (Bulletin no.86) © 21Feb64; KK178930.
Had your Punch-Lok clamp today? (In Welding design & fabrication, May 1964, p.85) © 15May64; KK180944.

K-52 Clamp-Master kit. Sheet. © 2Apr64; KK179489.

Punch-Lock quality control pays off with performance. Sheet. © 28Jan64; KK178489.

PUREX CORP., LTD. © Car package ... it's Guardex. (In Sunset magazine, May 1964, p.288) Appl. author: Anderson-McConnell Advertising Agency, Inc. © 24Apr64; KK180679.

French Lilac by Wrisley. (In Glamour, Apr. 1962, p.108) Appl. author: Foote, Cone & Belding. © 20Mar62; KK179694.

How does Purex help you keep these customers? Guardex. (In Swimming pool age, May 1964, p.2-3) Appl. author: Anderson-McConnell Advertising Agency, Inc. © 1May64; KK180835.

Win free food until 1970. (In Women's day, May 1964, p.12) Appl. author: Foote, Cone & Belding. © 21Apr64; KK179695.

PUREX CORP., LTD. WRISLEY. See WRISLEY.

PUSSY CAT FOOD CORP. © Cat food; net wt. 15 1/2 oz. On wrapper. © 29Apr64; KK181321.

Q

QUAKER STATE OIL REFINING CORP. © Lubrication recommendations, 1956-1964. Wall chart. © 14Jan64; KK178811.

QUALITY BAKERS OF AMERICA COOPERATIVE, INC. © Hurry, try old fashioned Sunbeam stone ground wheat bread. [Bugler] (In The Lock Haven express) © 13Nov63; KK180138.

Hurry, try old fashioned Sunbeam stone ground wheat bread. [Two women & little girl] (In The Lock Haven express) © 4Dec63; KK180139.

I'm a toasted cheese tiger; Sunbeam Round 'n Round. (In The Lock Haven express) © 13Nov63; KK180141.

I'm an egg salad elephant; Sunbeam Round 'n Round. (In The Lock Haven express) © 6Nov63; KK180142.

Ladies, put on your [glasses] now Sunbeam Family is sunnier than ever. (In The Lock Haven express) © 29Jan64; KK180143.

Ladies, put up your parasols, now Sunbeam king size is sunnier than ever. (In The Lock Haven express) © 21Jan64 (in notice: 1963); KK180136.

Notice, a new taste thrill in the old fashioned way, Sunbeam stone ground wheat bread. (In The Lock Haven express) © 6Nov63; KK180137.

The people's choice, 2 great Sunbeam breads. (In The New Haven register) © 31Oct63; KK180144.

Stroehmann Sunbeam now in sunny new yellow wrappers. (In The Lock Haven express, Jan. 15, 1964, p.9) © 15Jan64 (in notice: 1963); KK180135.

QUALITY BAKERS OF AMERICA, INC. © I'm a chicken salad chicken; Sunbeam Round 'n Round. (In The Lock Haven express) © 4Dec63; KK180140.

QUALITY COSMETICS CORP. © Dryfast offers you this Golden Hour 3-piece matched set. (In Modern beauty shop, June 1962) © 1Jun62; KK181070.

QUALITY IDEAL ROLLERS, INC. © Complete Ideal paint roller. (Roll-A-Matic paint roller, 1964) Sheet & sticker. © 4Jan64; KK179847.

R

RAMBUSCH DECORATING CO. © Series XL. Sheet. Appl. author: Edward V. A. Rambusch. © 29Apr64; KK181176.

READER'S DIGEST ASSN., INC. © Everybody wins \$500,000.00 sweepstakes. Card. © 23Dec63; KK178120.
\$500,000 everybody wins sweepstakes. On bag. © 23Dec63; KK178122.
\$500,000 everybody wins sweepstakes. Sheet. © 23Dec63; KK178121.

RECREATIONAL EQUIPMENT, INC. © Recreational equipment, Inc.; 523 Pike St., Seattle 1, Wash. Sticker. © 2Apr62; KK178253.

RED OWL STORES, INC. © Lo-Suds Wash; detergent for automatic washers; net wt. 3 lbs. On folding carton. Appl. author: Michael J. McMahon. © 25May64; KK180847.
Sandwiches in the Round, white enriched bread; net wt. 1 lb. 8 oz. On wrapper. Appl. author: Michael J. McMahon. © 6Jan64; KK178087.

REILY (WILLIAM B.) & CO., INC. © The instant that needs no apology; Luzianne coffee and chicory. (In New Orleans states-item, Dec. 12, 1963, p.26) © 12Dec63; KK178126.

REMCO INDUSTRIES, INC. © Bulldog Tank with 8 man combat team; style no.706. On folding carton. (Monkey Division) © 10Apr63; KK178406.

Bulldog Tank with 25 man combat team; style no.607. On folding carton. (Monkey Division) © 10Apr63; KK178409.

Camouflage helmet mess kit and canteen; style no.361. On folding carton. (Monkey Division) © 10Apr63; KK178404.

Exploding hand grenade, fires caps; style no.349. Card. (Monkey Division) © 10Apr63; KK178394.

Exploding parachute grenade, fires caps on impact; style no.346. Card. (Monkey Division) © 10Apr63; KK178400.

Field tent with tent poles, pegs and ropes; style no.351. On folding box. (Monkey Division) © 10Apr63; KK178402.

Field tent with tent poles, pegs and ropes, camouflage helmet, mess kit & canteen; style no.360. On folding carton. (Monkey Division) © 10Apr63; KK178410.

Long range bazooka; style no.315. On folding carton. (Monkey Division) © 10Apr63; KK178398.

Long range mortar & camouflage helmet; style no.359. On folding carton. (Monkey Division) © 10Apr63; KK178405.

Mess kit; style no.353. Card. (Monkey Division) © 10Apr63; KK178401.

Mess kit & canteen; style no.354. Card. (Monkey Division) © 10Apr63; KK178403.

Monkey helmet; style no.426. On folding carton. (Monkey Division) © 10Apr63; KK178407.

Motorized, electronic Monkey Gun; style no.323. On folding carton. (Monkey Division) © 10Apr63; KK178399.

Motorized whirlybird with 25 man attack force; style no.712. On folding carton. (Monkey Division) © 10Apr63; KK178408.

Short range bazooka; style no.312. Card. (Monkey Division) © 10Apr63; KK178397.

REMCO INDUSTRIES, INC.-Con.

Short range bazooka and cap-firing hand grenade; style no.347. Card. (Monkey Division) © 10Apr63; KK178395.
Short range bazooka pistol canteen mess kit camouflage helmet; style no.356. Card. (Monkey Division) © 10Apr63; KK178411.
2 way electronic wrist radios, 2 complete stations; style no.350. On folding carton. (Monkey Division) © 10Apr63; KK178396.

REMOTROL CO. ©

Magnetic tic tac toe. On wrapper. Appl. author: John M. Lang. © 2Jan62; KK179070.

REPUBLIC MOLDING CORP. ©

Congratulations, your housewares department is showing a nice profit. Illus. signed: Gene Leblin. Sheet. Appl. author: Grant, Schwenk & Baker, Inc. © 9Jan64; KK179912.
Freezette tear-offs, plastic bags. Sheet. Appl. author: Elon C. Olson. © 28Mar64; KK180146.
Housewares buyers, relax. Illus. signed: Gene Leblin. Sheet. Appl. author: Grant, Schwenk & Baker, Inc. © 9Jan64; KK179911.
How can you sell that volume and not show a profit? Illus. signed: Gene Liblin. Sheet. Appl. author: Grant, Schwenk & Baker. © 9Jan64; KK179908.
Mr. Dealer: Don't lose your customers because of this. Don't chance it, switch to Freezettes. Sheet. Appl. author: Richard C. Klebbe. © 20Dec63; KK179207.
Nesting, see-thru crisper merchandising program. Sheet. Appl. author: Richard C. Klebbe. © 15Jul63; KK179205.

Obsoletes all other diaper pails; the remarkable ... Polly-Flex Di-Fail; no.191. Sheet. Appl. author: Elon C. Olson. © 20Dec63; KK179208.

The original Polly-Flex step-saver; Kaddy carrier. (In Better homes and gardens, July 1963, p.88) Appl. author: Elon C. Olson. © 24Jun63; KK179204.

A real profit maker, sells on sight, the 5 most versatile sizes of crispers in one nesting, see-thru pack. Sheet. Appl. author: Elon C. Olson. © 15Jul63; KK179206.

Stumped by your profit picture? Illus. signed: Gene Leblin. Sheet. Appl. author: Grant, Schwenk & Baker, Inc. © 9Jan64; KK179909.

Take a letter to Republic Molding. Illus. signed: Gene Leblin. Sheet. Appl. author: Grant, Schwenk & Baker, Inc. © 9Jan64; KK179913.

That's when we switched to Republic. Illus. signed: Gene Leblin. Sheet. Appl. author: Grant, Schwenk & Baker, Inc. © 9Jan64; KK179910.

Tough, flexible, designed to take abuse, that's the heavy duty Polly-Flex pail by Republic. Sheet. Appl. author: Elon C. Olson. © 20Dec63; KK179209.

The versatile, Republic's Polly-Flex Kaddy Basket. Sheet. Appl. author: Elon C. Olson. © 30Jan64; KK179210.

The versatile, truly remarkable, Republic's Polly-Flex Piette for refrigerator; stock no.161. Sheet. Appl. author: Elon C. Olson. © 13Jan64; KK179211.

REPUBLIC SALES CO. ©

Elastic Pogo Point, the only 2-way retractable pen. Card. © 27Nov63; KK180095.

New, amazing Pogo Point pen, works from top and bottom. Card. © 24Feb64; KK179812.

RESTAURANT DISPLAYS.

Thank you, call again; hurry back. Sheet. NM: addition. © John W. Foss & Gerard W. Foss d.b.a. Restaurant Displays; 3Feb64; KK180600.

RESTONIC CORP. ©

Once-a-year sale; Restonic Vita-Posture '64 mattress & box spring. (In Today's health, Jan. 1964, p.11) Appl. author: Bozell & Jacobs, Inc. © 20Dec63; KK178075.

REVLON, INC. ©

Cherished as one of the world's seven great fragrances, and now in a new spray mist; Intimate. (In Harper's bazaar, May 1962, p.3) © 1May62; KK178429.

Fashion flash, the best-dressed faces are wearing the elegant new matte look of Contempera. (In Harper's bazaar, May 1962, p.19) © 1May62; KK178428.

Intimate ... cherished as one of the world's seven great fragrances. (In Esquire, May 1963, p.1) © 20Apr63; KK178801.

Positively crackles with masculinity; new, That Man cologne aerosol spray. (In Esquire, June 1963, p.1) © 17May63; KK178800.

This is the liquid make-up that mists your skin with moisture; as though your complexion lived in a moist-and-misty climate all its own. (In Ladies home journal, Apr. 1962, p.3) © 1Apr62; KK179833.

Tints al fresco; 5 smashing new Ultima lipstics in 5 summer-elegant shades. (In Harper's bazaar, June 1963, p.9) © 1Jun63; KK178260.

REYNOLDS (R. J.) TOBACCO CO. ©

Advance report on new Tempo, first with the new bonded charcoal filter. (In Boston herald, Apr. 14, 1964, p.19) © 14Apr64; KK180076.

Announcing new Tempo filter cigarettes, first with the new bonded charcoal filter. (In Boston herald, Mar. 30, 1964, p.12) © 30Mar64; KK179684.

Camel time; the best tobacco makes the best smoke. (In United States tobacco journal, Jan. 2, 1964, p.28) © 2Jan64; KK178513.

Flavor that goes with fun ... Winston tastes good, like a cigarette should. (In Life, Jan. 3, 1964, p.5) © 3Jan64; KK178771.

Just as cream rises to the top, quality in a cigarette stands out; Camel. (In Daily news, New York, May 25, 1964, p.31) © 25May64; KK180778.

Winston tastes good, like a cigarette should. [Couple in sailboat] (In Life, Aug. 10, 1962) © 10Aug62; KK180828.

Winston tastes good, like a cigarette should. (In Ebony, July 1962, p.35) © 18Jun62; KK181298.

REYNOLDS MANUFACTURING CO.

The brakes are on me; Reyco makes the difference. (In Go, Feb. 1964, p.89) Appl. author: Richard C. Lynch Advertising Co. © Reynolds Manufacturing Co., div. of A. J. Industries, Inc.; 5Feb64; KK180483.

RICHARDS MANUFACTURING CO. ©

Bechtol step-loc femoral prosthesis; no.301. Sheet. Appl. author: Harry T. Treace. © 14Apr64; KK179795.

Burnham hand splints. Sheet. Appl. author: Harry T. Treace. © 31Dec63; KK177821.

Economy tourniquet. Sheet. Appl. author: Harry T. Treace. © 13Apr64; KK179858.

H-J-B shoulder prosthesis. Sheet. Appl. author: Harry T. Treace. © 12Nov63; KK178524.

Implants for middle ear surgeries. Sheet. Appl. author: Harry T. Treace. © 13Dec63; KK178525.

Mario M. stone table staple; No.915. Sheet. Appl. author: Harry T. Treace. © 6Mar64; KK180002.

Stainless steel preformed struts. Sheet. Appl. author: Harry T. Treace. © 6Mar64; KK18001.

RICHMAN BROS. CO. ©

All-weather all-year coat. (In The Cleveland press, Apr. 13, 1964, p.A-2) © 13Apr64; KK179891.

At Richman's, great values, great blends. (In The Plain dealer, Apr. 18, 1964, p.9) © 18Apr64; KK179893.

At Richman's, silk adds spring lustre to these fine sharkskins. (In The Plain dealer, Apr. 11, 1964, p.9) © 11Apr64; KK179894.

Counter intelligence proves you don't have to pay more than 49.95 for fine imported sharkskins. (In The Cleveland press, Apr. 15, 1964, p.A14) © 15Apr64; KK179895.

Follow through with savings, especially for golfers; easy swing, washable jacket. (In The Cleveland plain dealer, Apr. 2, 1964, p.53) © 2Apr64; KK180373.

Mohair adds extra flair to Richman tropicals. (In The Cleveland press, Apr. 22, 1964, p.B7) © 22Apr64; KK179966.

A Richman value that is better than a sale. (In The Cleveland press, Apr. 8, 1964, p.A-6) © 8Apr64; KK179892.

RIETH-RILEY CONSTRUCTION CO., INC. ©

Paving and road construction. (In La Porte telephone directory) Appl. author: Philip Dodane. © 15Jun63; KK179882.

RIGER, ROBERT.

Will he be a winner like Warren Spann? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.

Will he cut a figure like Dick Button? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.

Will he knock 'em down like Ned Day? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.

Will he master the wind like Jimmy Demaret? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.

Will he sink the ball like Wilt Chamberlain? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.

Will he vault to fame like Cornelius Warmerdam? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.

RIO RANCHO ESTATES, INC. ©

Take your pick of any gift shown here in exchange for inviting a few friends over. Folder. © 15Feb64; KK180190.

RIVAL PACKING CO.

If your brave and noble dog led you ... through a blinding snowstorm. (In The Detroit news, Jan. 8, 1964, p.10E final ed. & p.12E metro ed.) Appl. author: Doyle Dane Bernbach, Inc. © Rival Packing Co., division of Associated Products; 8Jan64; KK180022.

- Instead of us doing all the raving about our brand-new idea in cat food; new Mil-Kit dry cat food. (In The Journal-gazette, Nov. 13, 1963, p.9A) Appl. author: Doyle Dane Bernbach, Inc. © 13Nov63; KK181302.
- A new beef-chunk dog food that looks as good ... as people food. (In Newsday, Mar. 4, 1964, p.90) Appl. author: Doyle Dane Bernbach, Inc. © Rival Packing Co., division of Associated Products; 4Mar64; KK180021.
- There better be gold inside, it costs enough; medium rare dog food chunks. (In Dispatch, Moline, Ill., Nov. 6, 1963, p.16) Appl. author: Doyle Dane Bernbach, Inc. © Rival Packing Co., division of Associated Products; 6Nov63; KK180157.
- We're going to give you a free can ... of Medium Rare, a brand new dog food. (In Grand Rapids press, Nov. 13, 1963, p.40) Appl. author: Doyle Dane Bernbach, Inc. © Rival Packing Co., division of Associated Products, Inc.; 13Nov63; KK178520.
- ROBERTSON, DELBERT D. See DAIRY TWIST.
- ROBINSON, FORREST J. ©
Join the dividend auction club at Mickey's Super Valu. (In Fayette County union, Jan. 30, 1964, p.15) © 30Jan64; KK180945.
- ROCK OF AGES CORP. ©
When the time comes in your family, there is one man you should see. Illus. signed: Norman Rockwell. (In The Saturday evening post, Mar. 14, 1964, p.54) © Rock of Ages whose full corporate name is Rock of Ages Corp.; 10Mar64; KK179263.
- ROCKET PICTURES, INC. ©
Not what they are, but what they do; we call this audio-visual method of communication, AuVication. (In Business screen, vol.25, no.1, p.31) © 24Mar64; KK179380.
- ROCKVILLE HOUSE PUBLISHERS, INC. ©
Webster's new twentieth-century dictionary of the English language, unabridged. Folder. © 20Apr64; KK179877.
- ROCKWELL, NORMAN.
When the time comes in your family. See ROCK OF AGES CORP.
- ROLERO, INC. OMEGA MANUFACTURING CO.
See OMEGA MANUFACTURING CO.
- ROLL, GERALD W. See KEN FURS.
- ROL-RULER CO.
Rol-Ruler, the faster way to draw lines. Sheet. Appl. states similar work prev. reg. 21Mar61, KK157858. NM: additions & revisions. © Albert Koehler for Rol-Ruler Co.; 27Dec63; KK178861.
- ROMA WINE CO. ©
California red dinner wine; look what Roma's putting behind picture label wines. Folder. © 30Sep63; KK179017.
You're right with Roma picture label wines. (In Ebony, Dec. 1963, p.24) © 1Dec63; KK179572.
You're right with Roma picture label wines; California red dinner wine. Sheet. © 20Nov63; KK179777.
- ROSS LABORATORIES. ©
Mechanism of normal labor; left occipito, anterior position. 2 sheets. (Nursing education aids, no.13) Appl. author: Jim Jeffries. © 28Jan64; KK179982.
- Smallpox vaccination. Card. Appl. author: Andrew Foster. © 4Apr64; KK180572.
- ROTHMAN (HARRY) INC. ©
Ever been kissed by a hard-to-fit Frenchman? (In The New York times, Mar. 31, 1964, p.12) © 31Mar64; KK179398.
Here's a timely tropic topic; hand-tailored luxury, Italian silk suits. (In The New York times, Feb. 25, 1964, p.14) © 25Feb64; KK178939.
How to become a men's fashion expert. (In The New York times, May 26, 1964, p.22) © 26May64; KK180677.
Their wives call it haute couture; hand-tailored English fabrics, worsted mohair suits. (In The New York times, Apr. 14, 1964, p.18) © 14Apr64; KK179794.
They're raving about the Rothman pavilion. (In The New York times, June 9, 1964, p.16) © 9Jun64; KK180864.
What price luxury? (In The New York times, Jan. 28, 1963, p.14) © 28Jan64; KK178353.
What stock is due for a 35 point rise? Worsted mohair suits. (In The New York times, Apr. 28, 1964, p.18) © 28Apr64; KK180061.
What was the chairman of the board doing at Rothman's? Hand-tailored luxury, Italian silk suits. (In The New York times, May 12, 1964, p.24) © 12May64; KK180412.
Which comes first, the saving or the satisfaction? Superb English worsted, hand-tailored suits. (In The New York times, Mar. 17, 1964, p.18) © 17Mar64; KK179253.
- ROVER MOTOR CO. OF NORTH AMERICA, LTD. ©
How do you feel about billboards? (In The New Yorker, June 1, 1963, p.77) Appl. author: Freeman & Gossage, Inc. © 1Jun63; KK177867.
Ilo-ilo, Zamboanga, and Cebu. (In The New Yorker, Oct. 26, 1963, p.157) Appl. author: Freeman & Gossage, Inc. © 26Oct63; KK179289.
The Land-Rover Concours d'Elegance entry for 1964, one imagines they're worried sick over at Brand X Limousine Division. (In The New Yorker, Jan. 11, 1964, p.73) Appl. author: Freeman & Gossage, Inc. © 11Jan64; KK178310.
Special report from the Rover Motor Company: The Land-Rover and crime. (In The New Yorker, Nov. 2, 1963, p.151) Appl. author: Freeman & Gossage, Inc. © 2Nov63; KK178380.
- ROYAL BUSINESS FORMS, INC. ©
Its. Folder. © 18Feb64; KK179528.
- ROYAL CROWN COLA CO. ©
The best cola is fresh cola. (In Progressive farmer, May 1964, p.89) Appl. author: D'Arcy Advertising Co. © 15Apr64; KK180820.
The best cola is fresh cola, go fresher, go Royal Crown. [Family spraying girl in swing] (In Life, Mar. 27, 1964, p.76-77) Appl. author: D'Arcy Advertising Co. © 23Mar64; KK181201.
The best cola is fresh cola, go fresher, go Royal Crown. [Three people watching three others enjoying sack race] (In Life, Feb. 7, 1964, p.12-13) Appl. author: D'Arcy Advertising Co. © 3Feb64; KK181202.
Taste-setter, America's number 1 Diet-Rite cola. (In Reader's digest, Feb. 1964, p.27) Appl. author: D'Arcy Advertising Co. © 21Jan64; KK178480.
- ROYAL FOREST CHARCOAL CO. ©
Original real charcoal for the discriminating gourmet, not briquets. Sheet. © 2Jan64; KK177894.
- ROYAL STATIONERY CO.
Carriage House; club, 30 sheets, 20 envelopes; no.827R159. On wrapper. © Royal a.a.d.o. Royal Stationery Co.; 18May64; KK181286.
Feathersheer; club, 24 sheets, 16 lined envelopes; no.792R100. On wrapper. Illus. signed: L. Foster. © Royal a.a.d.o. Royal Stationery Co.; 18May64; KK181287.
Runnymede; club stationery, 24 scalloped sheets, 18 scalloped envelopes; no.788R100. On wrapper. © Royal a.a.d.o. Royal Stationery Co.; 18May64; KK181285.
- RUBBERMAID, INC. ©
Are you carrying mats or selling mats? Coronado crystal. Sheet. Appl. author: R. W. Loos. © 15Jan64; KK179419.
At last, new soft, flexible matting in fresh natural colors, Rubbermaid Kussion-Tred. Folder. © 29Apr64; KK180407.
Aztec clear Vyluxe Kar-Rugs with a touch of color. (In Automotive news, Apr. 6, 1964, p.59) Appl. author: R. W. Loos. © 6Apr64; KK180603.
Aztec clear Vyluxe Kar-Rugs with just a touch of color. Sheet. Appl. author: Robert W. Loos. © 15Jan64; KK179418.
Aztec full front Kar-Rug; no.1720. Sheet. © 20Dec63; KK178155.
Aztec, Rubbermaid announces the world's most beautiful line of Kar-Rugs; KS-11. Folder. Appl. author: Robert W. Loos. © 2Jan64; KK178356.
Bakery supply products; CC-4. Sheet. © 2Jan64 (in notice: 1963); KK178152.
The beauty of crystal, the glamour of colors; Krystaliner Kar-Rugs. Sheet. Appl. author: Robert W. Loos. © 15Jan64; KK178355.
Boat-Tainer provides safe, dry, handy storage; Battery box universal fit for all 6 and 12 volt batteries. Sheet. NM: additions. © 31Dec63; KK178971.
Build traffic, profits with Rubbermaid's exciting spring special ... free Rubbermaid dust pan; HC-50. Sheet. © 2Jan64; KK178154.
Clear Vyluxe with just a touch of color, lets full beauty of fine original equipment carpet show through. Sheet. © 23Jan64; KK178388.
Commercial products; rubber, wire, plastic specially made for commercial use. 11 p. © 2Jan64; KK179501.
Compact, self-selling display fixtures for Rubbermaid base cabinet storage line. Sheet. © 18Dec63; KK178791.
Concertina Kar-Rugs by Rubbermaid. Sheet. Appl. author: Robert W. Loos. © 15Jan64; KK179420.
Coronado crystal by Rubbermaid; tinted and clear, made of see-thru Vyluxe. Sheet. © 28Jan64; KK178792.
Crystal tints to accent the beauty and texture of car carpeting ... made of exclusive See-Thru Vyluxe. Sheet. © 23Jan64; KK178389.
Deluxe toilet bowl brush set; No.8719. Folder. © 19Nov63; KK178391.
Don't lose her, some customers won't accept substitutes for Rubbermaid. Sheet. © 3Mar64; KK180090.
End dishwiping, Rubbermaid air-dries dishes the sanitary way. Sheet. © 17Jan64; KK178794.

- Mr. Sketch; no.2000. On can.
Appl. author: Sanford Ink Co.
© 30Jan63; KK179605.
- SAPOLIN PAINTS, INC. ©**
Fashion Color interior finishes.
1 v. Appl. author: Wilbert B.
Hanft. © 20Apr64; KK180729.
- SAVINGS & LOAN FOUNDATION, INC. ©**
Building an image for your business.
(In Ohio savings & loan record,
Nov. 1, 1963, p.66-67) Appl. author:
McCann-Erickson, Inc. © 4Nov63;
KK178715.
- The dollar that buys you a debt-free
home. (In Parents magazine,
Apr. 1964, p.33) Appl. author:
McCann-Erickson, Inc. © 25Mar64;
KK180027.
- Even a little saved regularly soon
grows into a nice reserve; excellent
earnings help. (In Scholastic
roto, Apr. 1964) Appl. author:
McCann-Erickson, Inc. © 1Apr64;
KK180028.
- Even if you are sure of your tuition
and board, you'll need all you can
save for spending money in college.
(In Scholastic roto, Feb. 1964)
Appl. author: McCann-Erickson, Inc.
© 31Jan64; KK180034.
- The habit of saving regularly is the
key to success, start now.
(In Scholastic roto, Mar. 1964,
p.2) Appl. author: McCann-Erickson,
Inc. © 2Mar64; KK180025.
- How to fatten a dollar for market.
(In Reader's digest, Feb. 1964)
Appl. author: McCann-Erickson, Inc.
© 21Jan64; KK180024.
- A little something to lean on, even a
hefty-sized man can lean with
confidence on this kind of dollar.
In National geographic, Jan. 2,
1964) Appl. author: McCann-Erick-
son, Inc. © 17Dec63 (in notice:
1964); KK178714.
- SAXON.**
Ever think about what you're going
to do when you retire? See
EQUITABLE LIFE ASSURANCE SOCIETY
OF THE UNITED STATES.
- If I don't miss my guess. See
EQUITABLE LIFE ASSURANCE SOCIETY
OF THE UNITED STATES.
- One of a series of Equitable adver-
tisements appearing in college
newspapers. See EQUITABLE LIFE
ASSURANCE SOCIETY OF THE UNITED
STATES.
- SAXTET MANUFACTURING CO. ©**
The blueprint, complete kit for
making real blueprints; 225:500.
On wrapper. © 2Feb64; KK178762.
- SCARVES BY VERA, INC. ©**
Vera paints a sunflower. (In The
New Yorker, Nov. 3, 1962)
© 1Aug62; KK178537.
- Vera paints Lady Luck; let Vera's
ladybug land on you. (In Seventeen,
Aug. 1962, p.97) © 1Jul62;
KK178536.
- SCHENLEY DISTILLERS CO. ©**
Did you know these great brands come
from Schenley? Schenley Reserve.
(In Baltimore Afro-American,
Oct. 22, 1963, p.5) Appl. author:
Otto Kleppner. © 22Oct63;
KK178220.
- Did you know these great brands come
from Schenley? Schenley Reserve.
(In Baltimore Afro-American,
Oct. 29, 1963, p.12) Appl. author:
Otto Kleppner. © 29Oct63;
KK178216.
- 8 year old Champion challenges your
bourbon to show its age. (In
Flint journal, Mar. 6, 1964, p.10)
© 6Mar64; KK179436.
- Fans who go for the long ball, go for
Schenley Reserve. (In Red Sox
official program and scorecard 1964,
Apr. 28, 1964, p.4 of cover)
© 28Apr64; KK180394.
- First choice for millions; Schenley
Reserve. (In Republican County
annual, New York, Feb. 12, 1964)
© 12Feb64; KK179434.
- Gentlemen: Our 8 year old imported
O. F. C. Canadian whisky is two
years older than the Canadian
Club or V. O. whisky you now drink.
(In New York world-telegram & sun,
Dec. 23, 1963, p.32) © 23Dec63;
KK179156.
- Mix it merry, season with age;
O. F. C. (In Ladies' home journal,
Dec. 1963, p.94) © 1Dec63;
KK178224.
- Oh, the drums go bang & the cymbals
clang; Schenley Reserve brings out
the party in people. (In New York
journal-American, Mar. 17, 1964)
© 17Mar64; KK180110.
- Pour 8 year old imported O. F. C. and
get more V. I. P. holiday business;
imported O. F. C. for your favorite
V. I. P. (In The Observer, Nov. 25,
1963, p.5) © 25Nov63; KK179016.
- Profit-award brands from Schenley;
retailers everywhere acclaim these
respected quality labels. (In The
Liquor handbook, 1964, p.25) Appl.
author: Otto Kleppner. © 25May64;
KK181207.
- Profit with the Canadian that has
both age and beauty; imported
O. F. C. (In Michigan beverage
news, Nov. 18, 1963, p.12)
© 18Nov63; KK178225.
- Remember the V. I. P.'s on your list
with these superb gifts; imported
O. F. C., 8 or 12 years old. (In
Washington post, Dec. 12, 1963,
p.B8) © 12Dec63; KK178453.
- Schenley labels means union labels;
Reserve. (In New Jersey labor
herald, Jan. 1964, p.3)
© 1Jan64; KK179158.
- Schenley Reserve has the gift for
making more holiday profits. (In
Dave Morgan's trading post, Nov.
1963, cover) © 1Nov63; KK178064.
- Six mellow performers from Schenley;
I. W. Harper. (In Friends of the
philharmonic, New York Philharmonic
program, Nov. 26, 1963, p.3 of
cover) Appl. author: Otto Kleppner.
© 26Nov63; KK178062.
- Spectators, Schenley and snacks;
Schenley Reserve. (In Time,
Nov. 1, 1963, p.R2) © 1Nov63;
KK178213.
- Stockings, season's best, Schenley.
(In Time, Nov. 15, 1963, p.R3)
© 15Nov63; KK178223.
- This holiday, break out the Schenley
Reserve and color everything green.
(In Tap & tavern, Nov. 18, 1963,
p.5) © 18Nov63; KK178227.
- A toast to the American building
industry from Schenley, America's
party favorite; Schenley Reserve.
(In Building & Construction Trades
Council of Greater New York 1964
annual, p.395) © 1Dec63; KK179435.
- SCHENLEY IMPORTS CO. ©**
Dubonnet, the man's drink. [Endorsed
by Howard Keel] (In Show, Oct.
1963, p.35) © 1Oct63; KK178212.
- Dubonnet, the man's drink. [Endorsed
by Joseph Cotten] (In Show, Nov.
1963, p.11) © 1Nov63; KK178218.
- English by birth, yours by choice;
imported Coates Plymouth gin.
(In The New Yorker, Apr. 25, 1964,
p.148) Appl. author: Otto Kleppner.
© 25Apr64; KK180395.
- For holiday giving on a grand scale,
imported MacNaughton Canadian
whisky. (In Time, eastern ed.,
Nov. 29, 1963, p.R4) Appl. author:
Otto Kleppner. © 29Nov63;
KK178063.
- For living on a grand scale, imported
MacNaughton Canadian whisky.
[Couple playing shuffleboard]
(In Jet, Jan. 23, 1964, p.4 of
cover) Appl. author: Otto Kleppner.
© 23Jan64; KK179152.
- For living on a grand scale, imported
MacNaughton Canadian whisky.
1840 silk scale from Lyons. (In
Playboy, eastern ed., Feb. 1964,
p.44) Appl. author: Otto Kleppner.
© 1Feb64; KK179153.
- Free! Trip to Scotland for two ...
White Label Dewar's scotch whisky.
(In The Standard star, New Rochelle,
N. Y., Feb. 4, 1964, p.9)
Appl. author: Otto Kleppner.
© 4Feb64; KK179085.
- Give handsomely, live handsomely;
Cherry Heering liqueur. (In Town
& country, Nov. 1963, p.60) Appl.
author: Otto Kleppner. © 1Nov63;
KK178215.
- If your pleasures are few but pro-
found, let one be Otard, imported
French cognac. (In The New York
times magazine, Oct. 27, 1963,
p.119) © 27Oct63; KK179155.
- Imported MacNaughton ... registers
92% gain in control states during
the last year alone; MacNaughton
advertising tips the balance in your
favor. (In The Control state re-
view, Jan.-Feb. 1964, p.64) Appl.
author: Otto Kleppner. © 1Jan64;
KK179292.
- Nothing says quality like Dubo,
Dubon, Dubonnet. (In Hotel-motel
management-review, June 1963, p.53)
© 1Jun63; KK178214.
- The only 15 year 100% imported
Canadian whisky; open gently,
it's the only one of its kind,
imported Order of Merit. (In
Women's wear daily, Nov. 14, 1963,
p.9) Appl. author: Otto Kleppner.
© 14Nov63; KK178450.
- Plymouth, Plymouth, Plymouth;
English by birth, yours by choice.
(In Playbill, Los Angeles ed., Apr.
1964, p.15) Appl. author: Otto
Kleppner. © 1Apr64; KK180397.
- Plymouth, Plymouth, Plymouth, imported
Coates Plymouth gin. (In Playbill,
San Francisco ed., Apr. 1964, p.21)
Appl. author: Otto Kleppner.
© 1Apr64; KK180396.
- Welcome performer the world over;
Dewar's White Label. (In Philhar-
monic Hall program, Apr. 30, 1964,
p.39) Appl. author: Otto Kleppner.
© 30Apr64; KK181206.
- White Label Dewar's scotch whisky
says shalom the world over. (In
Baltimore Jewish times, Apr. 17,
1964, p.23) Appl. author: Otto
Kleppner. © 17Apr64; KK180399.
- Yours, a hostess bottle of Dubonnet
for only 1¢. (Dubonnet hostess
bottle) (In Washington post,
Nov. 13, 1963, p.A17) © 13Nov63;
KK178222.
- SCHICK, INC. ©**
Faster, these 5 home hairdryers sell
faster because they dry faster.
(In Home furnishings daily,
Feb. 28, 1964, p.45) Appl. author:
Norman, Craig & Kummel, Inc.
© 28Feb64; KK179994.
- SCHICK SERVICE, INC. ©**
Naturally, I changed to Schick's
wonderful world of she; Daffodil
electric shaver. Folder.
© 9Mar64; KK179907.
- Why shave? Electric 500. Folder.
Appl. author: Norman, Craig &
Kummel, Inc. © 10Mar64; KK179906.

- SCHIEFFELIN & CO. ©**
No scotch improves the flavour of water like Teacher's. (In New York world-telegram & Sun, June 2, 1964, p.26) Appl. author: West, Weir & Bartel, Inc. © 2Jun64; KK181095.
- SCHLITZ (JOSEPH) BREWING CO. ©**
I like it, what is it? Malt liquor. (In The Milwaukee Journal, Feb. 7, 1964, section 2, p.13) © 7Feb64; KK179318.
Malt liquor; net contents 8 fl. ozs. © 13Jan64; KK178994.
Now a beer bottle you can open with your bare hands; new pop top bottle from Schlitz. (In The Milwaukee Journal, Feb. 19, 1964, section 2, p.17) © 18Feb64; KK179001.
Real gusto in a great light beer. Poster. © 1Jan64; KK178098.
Who'd believe a beer could taste so big and drink so light! Great light satisfier. (In The Cordele dispatch, Jan. 23, 1964, p.5) © 23Jan64; KK178579.
You may serve the Schlitz when ready, Gridley. (In Playboy, Mar. 1964, p.44) © 15Feb64; KK178942.
- SCHMIDT (JULIUS) INC. ©**
From the clinical record on Vagisec plus suppositories and Vagisec plus jelly. Card. © 23Mar64; KK180649.
Now Candepin (candididin Schmid) vaginal ointment and vaginal tablets. Folder. © 29Jan64; KK178381.
Vaginitis diagnostic aid; from the clinical record on Candepin. © 23Mar64; KK180760.
- SCHMIDT (C.) & SONS, INC. ©**
Handiest way to beat the heat; in new glass cans; light beer. (In Hackensack record, Aug. 27, 1963) Appl. author: Ted Bates & Co., Inc. © 27Aug63; KK179105.
No-deposit, no-return bottles; new, Schmidt's full-taste beer in handy glass cans. (In Journal, Elizabeth, N. J., Aug. 13, 1963) Appl. author: Ted Bates & Co., Inc. © 13Aug63; KK177952.
Time for fun; time for Schmidt's of Philadelphia. Golf illus. (In Life, May 31, 1963, p.R-8) Appl. author: Ted Bates & Co., Inc. © C. Schmidt's & Sons, Inc. (in notice: C. Schmidt & Sons, Inc.); 31May63; KK177956.
- SCHOLL MANUFACTURING CO., INC. ©**
Enjoy the World's Fair; wear Dr. Scholl's Arch-Lift walking sandals. Folder. Appl. author: William M. Scholl. © 27Apr64; KK180467.
- SCHROEDER BROS. CORP. ©**
Briarwood, the name alone says good natured, friendly, warm; a home that grows rich with living. Sheet. Appl. author: William F. Eisner. © 23Jan64; KK178908.
Stockton, contemporary in concept, practical in design for complete and happy family living. Sheet. Appl. author: William F. Eisner. © 23Jan64; KK178909.
Willow Wood, spreading, spacious and sunny, designed for carefree living. Sheet. Appl. author: William F. Eisner. © 23Jan64; KK178910.
- SCIENTIFIC AMERICAN, INC. ©**
Prospectus: Mathematics in the modern world; September 1964. Folder. © 25May64; KK180698.
- SCOTT (O. M.) & SONS CO. ©**
Remember last summer? Crabgrass is on the mark again; the time to stop it is now; your lawn can be free of crabgrass just 1 week from tomorrow. (In Look, Aug. 15, 1961, p.47) © 15Aug61; KK177781.
- SCOTT, FORESMAN & CO. ©**
Rolling Phonics, vowels; primary grades; thirty linguistic blocks and teacher's guide. On box. (Linguistic block series) © on picture on front of box; 15Apr64; KK180506.
- SCOTT PAPER CO. ©**
The world of paper and Scott Paper Company. 1 v. Appl. author: Garland Raines. © 21Jan64; KK180256.
- SCOTTISH IMPORTS CO. ©**
Scottish Majesty. (In The Cleveland press, Feb. 5, 1964, p.A16) © 5Feb64; KK179698.
- SCREW CONVEYOR CORP. ©**
Super-Flo conveyor. 7 p. (Catalog 464) NM: revision & additions. © 10Apr64; KK180998.
- SEA & SKI CO.**
Oil-less suntan oil; 4 fl. oz. net. On folding carton. © Sea & Ski Co., div. of Botany Industries, Inc.; 5Mar63; KK178983.
Snootie ... extra sunburn protection for nose & lips; 1 fl. oz. net. On folding carton. © Sea & Ski Co., div. of Botany Industries, Inc.; 25Feb63; KK179554.
Tanfastic dark-tanning lotion; 2 fl. oz. net. On folding carton. © Sea & Ski Co., div. of Botany Industries, Inc.; 1Mar59; KK179553.
Tansation Plus, instant tanning cream; 2 fl. oz. net. On folding carton. © Sea & Ski Co., div. of Botany Industries, Inc.; 28Feb61; KK179555.
- SEALY, INC. ©**
Hang up both socks 'cause I got lots of goodies for Sealy dealers. [Endorsed by Jerry Lewis] (In Home furnishings daily, Dec. 3, 1963, p.11) Appl. author: Earle Ludgin & Co. © 3Dec63; KK177918.
Have had little or no backache since I got the mattress. Sealy Posturepedic mattress. (In The D. O., Aug. 1963, p.37) Appl. author: Earle Ludgin & Co. © 1Aug63; KK177919.
If you want to sleep on foam, but you want it firm, you want a Sealy Posturepedic. (In American home, May 1964, p.22-23) Appl. author: Earle Ludgin & Co. © 21Apr64; KK180300.
Live a little for the next 20 years or so, sleep on the most luxurious mattress there is, the new Sealy Posturepedic Imperial 200. (In American home, May 1964, p.22-23) Appl. author: Earle Ludgin & Co. © 21Apr64; KK180297.
Never before in one sale, a pair of Sealy values guaranteed like this. 83rd anniversary mattress. (In Life, Jan. 10, 1964, p.64-65) Appl. author: Earle Ludgin & Co. © 6Jan64; KK178414.
Now, at no extra cost, get the decorator headboard you prefer when you choose the bedding you need in Sealy's 83rd anniversary; Sealy matchmaker Hollywood ensemble sale. The Ashley. (In House beautiful, Feb. 1964, p.76-77) Appl. author: Earle Ludgin & Co. © 21Jan64; KK178415.
Sleep better and also feel better in the morning. Sealy Posturepedic mattress. (In The Journal of the South Carolina Medical Assn., Sept. 1963, p.7-A) Appl. author: Earle Ludgin & Co. © 1Sep63; KK177920.
- Two pieces for one low price; only during Sealy's anniversary sale. (In Look, Feb. 25, 1964, p.4) Appl. author: Earle Ludgin & Co. © 11Feb64; KK179051.
Would you sleep on the mattress you let your child sleep on? Posturepedic. (In Parents' magazine, May 1964, p.89) Appl. author: Earle Ludgin & Co. © 25Apr64; KK180299.
You can do without most anything but the right kind of rest. (In Modern bride, Apr.-May 1964, p.77) Appl. author: Earle Ludgin & Co. © 21Mar64; KK179682.
Your morning is as good as your mattress. [Father reads comics with 2 children] (In Ebony, Apr. 1964, p.9) Appl. author: Earle Ludgin & Co. © 19Mar64; KK179680.
Your morning is as good as your mattress. [Mother laughs with small son] (In Reader's digest, Apr. 1964, p.16) Appl. author: Earle Ludgin & Co. © 21Mar64; KK179681.
Your morning is as good as your mattress; Posturepedic. (In The Reader's digest, May 1964, p.193) Appl. author: Earle Ludgin & Co. © 21Apr64; KK180298.
Your morning is as good as your mattress; Posturepedic. (In The Reader's digest, June 1964, p.273) Appl. author: Earle Ludgin & Co. © 21May64; KK180799.
- SEAMLESS RUBBER CO. ATHLETIC GOODS DIVISION.**
A new way to serve; official 555 handballs by Seamless. Sheet. © Seamless Rubber Co. (in notice: Athletic Goods Division, Seamless Rubber Co.); 19Feb64; KK180175.
- SEELMAN, WILLIAM.**
Rent-a-tent. See CHANEY, WILLIAM.
- SEEMAN (JAMES) STUDIOS, INC. ©**
American heritage designed by Robert Davidson; an idealized view of Philadelphia, the city of brotherly love, about 1810; style no. AH-96. Sheet. © 31Dec63; KK180188.
Breakfast terrace, a whimsical summer garden designed by Theodore Bosak. Sheet. © 31Dec63; KK180184.
Chinatown, an abstract of familiar sights of the area designed by Dong Kingman in his style; CT-CN. Sheet. © 31Dec63; KK180182.
Delft, designed by Ted Bosak, a Dutch baroque panel set of versatile use; style no. Delft-829-PK. Sheet. © 31Dec63; KK180180.
Espana, a versatile panel design of French Renaissance origin; SPA-3755. Sheet. © 31Dec63; KK180181.
Garden ornaments; classic Grecian urns in a summer garden setting designed by Theodore Bosak. Sheet. © 31Dec63; KK180183.
Romantic island designed by James Patton; this idyllic landscape of distant horizon will create a mood of serenity and repose; style no. RI-2636. Sheet. © 31Dec63; KK180186.
Tranquillity; ancient ruins in a romantic landscape, a panel set of versatile use designed by Roderic Montagu. Sheet. © 31Dec63; KK180185.
Venezia di Guardi, the Venice of the eighteenth century Italian painter, Francesco Guardi; the view is of the Grand Canal and St. Marks; VEN-2642. Sheet. © 31Dec63; KK180187.
- SEGO, MICKEY. ©**
Ban-kwi-mat. Sheet. © 27Apr64; KK180258.

- SELCHOW & RICHTER CO. ©**
Bewitch, a game of mind reading; SelRight; no.59. On wrapper. © 2Mar64; KK181290.
Cargoes, a seafaring game of thrills and adventure; SelRight; no.42. On wrapper. © 2Mar64; KK181292.
Home team baseball game; no.25. On wrapper. © 2Mar64; KK180901.
Karate, a game exotic, exciting and different; SelRight; no.16. On wrapper. © 2Mar64; KK181291.
Parcheesi, a backgammon game of India; SelRight; no.2. Gold seal ed. On wrapper. © 2Mar64; KK179861.
Toot! Toot! A train game for tiny tots; no.30. On wrapper. © 2Mar64; KK181152.
- SERO OF NEW HAVEN, INC. ©**
A gentleman's shirt. (In The New Yorker, Mar. 14, 1964, p.105) © 12Mar64; KK179814.
- SERTA ASSOCIATES, INC. ©**
Long yawn, lazy stretch, peaceful sigh; Serta Perfect Sleeper mattress; here's your chance to win a year's supply of food free. (In McCall's, Jan. 1964, p.104-107) Appl. author: Edward H. Weiss & Co. © 20Dec63; KK178011.
The Perfect Sleeper mattress has a patent on a good night's sleep. (In McCall's, May 1964, p.60-61) Appl. author: Edward H. Weiss & Co. © 20Apr64; KK180411.
- SERVO CORP. OF AMERICA. ©**
Annual report, 1963. 1 v. © 29Apr64; KK180567.
- SEUBERT, EARL.**
On January 19, 1964, this photograph in the Minneapolis Sunday tribune. See MINNEAPOLIS STAR & TRIBUNE CO.
- SEVEN-UP CO. ©**
Bite into storewide sales with 7-Up with festive foods. (Chuckles from the route) Sheet. © 2Mar64; KK179127.
Build stronger sales muscle; vender sales are impulse sales. Sheet. (Chuckles from the route) © 1May64; KK181178.
First diet drink that really quenches; Like. (In Anchorage daily times, Apr. 7, 1964, p.6) Appl. author: J. Walter Thompson Co. © 7Apr64; KK180936.
Get real action, 7-Up your thirst away. [Hockey player shoots puck into foreground] Illus. signed: B. Peak. (In Sports illustrated, Feb. 1964, p.38) Appl. author: J. Walter Thompson Co. © 6Feb64; KK178883.
Get real action, 7-Up your thirst away. Illus. signed: B. Peak. (In Look, Apr. 7, 1964, p.3 of cover) Appl. author: J. Walter Thompson Co. © 24Mar64; KK179392.
Get real action, 7-Up your thirst away. [In distance, skier does jump turn as huge arm lunges forward with ski pole trailing] Illus. signed: B. Peak. (In Reader's digest, Jan. 1964, p.177) Appl. author: J. Walter Thompson Co. © 24Dec63; KK178880.
Get real action, 7-Up your thirst away. (In Look, Nov. 19, 1963, p.79) Appl. author: J. Walter Thompson Co. © 5Nov63; KK177790.
Get real action, 7-Up your thirst away. [Strong, active light illuminates face & hands of guitarist] Illus. signed: B. Peak. (In Seventeen, Feb. 1964, p.166) Appl. author: J. Walter Thompson Co. © 1Feb64; KK178882.
- Get real action, 7-Up your thirst away; any thirst you can get, 7-Up can quench. (In Life, May 1, 1964, p.74) Appl. author: J. Walter Thompson Co. © 29Apr64; KK181315.
- Get real sales action, 7-Up your competition away. Produced by Vic Herman Studio. Sheet. (Chuckles from the route) © 2Jan64; KK178246.
- Is your refrigerator ready for Christmas? What you need is a few bottles of 7-Up. (In Look, Dec. 17, 1963, p.91) Appl. author: J. Walter Thompson Co. © 3Dec63; KK177791.
- The man's mixer, for those who enjoy the taste of good whiskey. (In Time, Jan. 24, 1964, p.2 of cover) Appl. author: J. Walter Thompson Co. © 21Jan64; KK178879.
- The man's mixer for those who enjoy the taste of good whiskey; Seven-Up doesn't overdo it. (In Playboy, May 1964, p.3 of cover) Appl. author: J. Walter Thompson Co. © 16Apr64; KK181313.
- New from Seven-Up; Like first diet drink that really quenches. (In Daily news, Anchorage, Apr. 21, 1964, p.4 of cover) Appl. author: J. Walter Thompson Co. © 21Apr64; KK181314.
- New from Seven-up, Like hits metro New York; first diet drink that really quenches thirst. (In Grocer-graphic, June 1, 1964, p.4 of cover) Appl. author: J. Walter Thompson Co. © 1Jun64; KK181312.
- Outside signs, spark inside sales. Sheet. (Chuckles from the route) © 1Apr64; KK180004.
- Put more punch in your holiday sales ... with extra displays and bigger stocks! Produced by Vic Herman Studio. Sheet (Chuckles from the route) © 2Dec63; KK177937.
- Ride the big one, for summer-long sales action. Sheet. (Chuckles from the route) © 2Jun64; KK181294.
- 7-Up, the man's mixer, for those who enjoy the taste of good whiskey. (In Playboy, Mar. 1964, p.13) Appl. author: J. Walter Thompson Co. © 13Feb64; KK179394.
- Spread the word, 7-Up is profit making action for every dealer. Sheet. (Chuckles from the route) © 1Feb64; KK178851.
- Winner in every straw vote; 7-Up Float. (In Look, June 16, 1964, p.46-47) Appl. author: J. Walter Thompson Co. © 2Jun64; KK181316.
- World's Fair preview of 7-Up with festive foods. (In Look, Mar. 10, 1964, p.39-40) Appl. author: J. Walter Thompson Co. © 25Feb64; KK179393.
- SHAR-MAC CO. ©**
Twistin' cats, fun galore; twist and twirl; kids love it. Card. © 28May64; KK181263.
- SHEAFFER (W. A.) PEN CO. ©**
Discovery, the Sheaffer white dot ballpoint set, Safeguard clip ballpoint pen with matching pencil. (In Newsweek, Nov. 25, 1963, p.55) Appl. author: Hal Gieseeking. © 25Nov63; KK178915.
Here, use my Sheaffer; discover it, Sheaffer's new \$1.95 cartridge pen. (In Senior scholastic, Feb. 7, 1964, p.2 of cover) Appl. author: Peg Jostedt. © 7Feb64; KK180128.
Now you can duplicate all the hand-writing practice sheets you'll need this year. (In Catholic school journal, Jan. 1964, p.95) Appl. author: Peg Jostedt. © 1Jan64; KK178741.
- Someday, self-balancing checkbooks; and you'll still be writing with your 1964 Sheaffer Lifetime pen. (In Time, Mar. 20, 1964, p.15) Appl. author: Clay Lewis. © 20Mar64; KK180682.
- Unforgettable gift ... White Dot ballpoint set. (In Newsweek, Mar. 23, 1964, p.69) Appl. author: Clay Lewis. © 23Mar64; KK180619.
- SHELDON (E. H.) EQUIPMENT CO. ©**
New, and educationally correct, all-purpose student table with self-leveling glides. Sheet. © 15Feb64; KK181300.
- SHERWOOD, RAY C. ©**
It's a boy; contents: 5 sticks of chewing gum. On wrapper. © 4May62; KK179691.
It's a girl; contents: 5 sticks of chewing gum. On wrapper. NM: revision. © 4May62; KK179690.
- SHORELL LABORATORIES, INC. ©**
There is no other cosmetic as effective as Formula M7 to help you retain a more youthful appearance. (In Town & country, Nov. 1963, p.33) © 5Nov63; KK180642.
There is no other product like Formula M7 to help you retain or regain a more youthful appearance. (In Harper's bazaar, Oct. 1962, p.72) Appl. author: H. Allen Lightman. © 10Oct62; KK180908.
- SHULTON, INC. AEROSOL CORP. OF AMERICA**
See AEROSOL CORP. OF AMERICA.
- SIEGEL, JACK H.** See HIRSCH ASSOCIATES.
- SIGNAL-STAT CO.**
Signal-Stat puts profit in flasher service. (In Jobber news and products, Oct. 1963, p.100-101) © Signal-Stat Co., a division of Lehigh Valley Industries, Inc.; 28Oct63; KK178545.
- SIGNODE STEEL STRAPPING CO. PASLODE CO.** See PASLODE CO.
- SILVER PLASTICS, INC. ©**
Cardiac arrhythmias. Record sleeve. (Hahnemann medi-disc, v.3) © 30Mar64; KK181170.
Congestive heart failure. Record sleeve. (Hahnemann medi-disc, v.4) © 28Apr64; KK181177.
Coronary heart disease, Hahnemann Medi-Disc; vol. 1. Record sleeve. © Silver Plastics, Inc.; 29Jan64; KK178378.
Hahnemann Medi-Disc. Sticker. © 5Jan64; KK178007.
Hahnemann Medi-Disc; vol. 5. Record sleeve. © 20May64; KK181226.
Hypertension, Hahnemann Medi-Disc; vol. 2. Record sleeve. © 4Mar64; KK179707.
- SIMMONS CO. ©**
And the bride received 8 toasters, 14 soup ladles, and a gorgeous Beautyrest. (In Good housekeeping, June 1963, p.60-61) Appl. author: Young & Rubicam, Inc. © 21May63; KK177856.
Beautyrest, the happiness money can buy; down, boy. (In Life, June 8, 1962, p.2 of cover) Appl. author: Young & Rubicam, Inc. © 4Jun62; KK180535.
Beautyrest, the happiness money can buy; mothers never grow up. (In The Ladies' home journal, Apr. 1962, p.113) Appl. author: Young & Rubicam, Inc. © 24Mar62; KK178944.
Biggest bargains ever from Simmons; lowest price ever for quilted sleep sets. (In Life, July 19, 1963, p.85) Appl. author: Young & Rubicam, Inc. © 15Jul63; KK180538.

SIMMONS CO.,—Don.

First and only from Simmons; new, luxurious nylon puff mattress. (In Life, Feb. 1, 1963, p.30D) Appl. author: Young & Rubicam, Inc. © 28Jan63; KK180536.

First Beautyrest sale in Simmons history. (In Life, Mar. 15, 1963, p.52-53) Appl. author: Young & Rubicam, Inc. © 11Mar63; KK180537.

Is one-third of his life worth anything to you? Beautyrest (In Life, Apr. 19, 1963, p.70-71) Appl. author: Young & Rubicam, Inc. © 15Apr63; KK177963.

Surprise, you won't sleep like a baby on a king size Beautyrest. (In Life, Oct. 4, 1963, p.104-105) Appl. author: Young & Rubicam, Inc. © 30Sep63; KK177845.

We promise you, you'll toss and turn all night on a Beautyrest. (In Life, June 14, 1963, p.42-43) Appl. author: Young & Rubicam, Inc. © 10Jun63; KK177844.

SIMPLICITY PATTERN CO., INC. ©

The A-shape dress or jumper. Card. (Americana casuals, 5257) © 1Jan64; KK178234.

The baby-doll dress. Card. (Americana casuals, 5255) © 1Jan64; KK178233.

The carigan look. Card. (Americana casuals, 5256) © 1Jan64; KK178235.

Family circle. 5323. Card. © 1Dec63; KK178069.

The fashion magazine for women who sew; exciting spring colors and sewable fashions; buy it now, only 50¢. Card. © 1Jan64; KK178235.

The fashion magazine for women who sew cool colorful new summer fashions, Simplicity. Card. © 1Apr64; KK179840.

Flirty ruffles on the A-line. 5396. Card. © 1Feb64; KK179008.

Knee-highs; La pert 5247, Culotte 5254. Card. © 1Dec63; KK178066.

Panel prints; 5362, 5309. Card. © 1Jan64; KK178237.

Paris 'n Penney's team up for a by-the-yard exclusive; famous designers selected Arnel crepe prints. 5363; 5389. Sheet. © 1Feb64; KK179006.

Penney's brings Paris to your fingertips with by-the-yard exclusives selected by famous designers; Arnel crepe prints. 5356. Sheet. © 1Feb64; KK179005.

Simplicity. Card. (Americana casuals, 5307, 5232, 5276) © 1Jan64; KK178352.

Simplicity. Card. (Americana casuals, 5447 jacket, 5411 pants) © 1Mar64; KK179093.

Simplicity. Card. (Americana casuals, 5456, 5435, 5482, 5395, 5451) © 1Mar64; KK179088.

Simplicity. 5266. Card. © 1Jan64; KK178236.

Simplicity. 5338. Card. © 1Dec63; KK178068.

Simplicity; 5455, 5518. Card. © 1Apr64; KK179839.

Simplicity; 5490. Card. © 1Apr64; KK179837.

Simplicity adds to the great new how-to-sew series of patterns. Folder. © 1Dec63; KK178065.

Simplicity, have your sunshine by-the-yard; Penney's machine-washable wash'n wear cottons in sun-kissed colors; 5498, 5484, 5444, 5345. Sheet. © 1Apr64; KK179835.

Simplicity Jiffy; 5458. Card. © 1Mar64; KK179092.

Simplicity, only Sears has Voyager, a machine wash 'n wear textured cotton; 5429, 5404. Sheet. © 1Mar64; KK179090.

Simplicity, only Sears has Voyager, the wonderful wrinkle-resistant machine wash 'n wear textured cotton; 5299. Sheet. © 1Mar64; KK179091.

Simplicity, pretty Penney prints'n plains in Dacron cotton poplin; 5511, 5459. Sheet. © 1Apr64; KK179836.

Simplicity ... Sears' cotton Sateen panel prints; 5438. Sheet. © 1Mar64; KK179089.

Simplicity, stretch sling-shift for action sports; 5454. Card. © 1Apr64; KK179838.

Sister coats; 5372. Card. © 1Jan64; KK178238.

Sling shift jumper 5482. Card. © 1Feb64; KK179007.

Smocked gingham pillows; 5340. Card. © 1Dec63; KK178067.

The yoked shift. Card. (Americana casuals, 5213) © 1Jan64; KK178351.

SINGER CO. ©

The first of the all new Singer 366K class machines, Singer 366K105 high speed, single needle lockstitcher. Sheet. © 20Mar64; KK179296.

For dependable heavy duty performance, for superior stitch quality, powerful Singer 211G155 & 211G156 walking foot machines, single needle lockstitch. Folder. © 11Mar64; KK179018.

A major breakthrough in sewing machine automation, Gamaco, automatic air drive and control system. Folder. © 27Apr64; KK179701.

Put yourself a step ahead with Singer class 236 single-needle, lockstitch machines. Folder. © 14Jan64; KK178070.

Singer 281 class, the fastest, most trouble free lockstitchers ever designed. Folder. © 24Jan64; KK178231.

212G140 machine, federal stitch type 301. Folder. NM: revisions. © 13Mar64; KK179438.

SIPPRESS, TEXANA.

Town & travel scrapbook. On box. NM: additions. © Texana Sipprell k.a. Texana; 19Jan64; KK179676.

SKIPPY CANDLE & INCENSE CO.

Black cat alleged fast luck incense. Sticker. © Samuel L. Gonek d.b.a. Skippy Candle & Incense Co.; 4Dec63; KK179721.

Helping hand, alleged fast luck incense. Sticker. © Samuel L. Gonek d.b.a. Skippy Candle & Incense Co.; 20Apr64; KK179883.

Kansas City kittys; alleged fast luck incense. Sticker. © Samuel L. Gonek d.b.a. Candle Incense Co.; 20Apr64; KK179885.

Lucky Prophet, you can figure on me. Sticker. © Samuel L. Gonek d.b.a. Skippy Candle & Incense Co.; 2Dec63; KK178685.

Red Devil, alleged jinx removing incense. Sticker. © Samuel L. Gonek d.b.a. Skippy Candle & Incense Co.; 2Dec63; KK178686.

Smoky fortunes, alleged fast luck incense. Sticker. © Samuel L. Gonek d.b.a. Skippy Candle Incense Co.; 20Apr64; KK179884.

Wise men alleged fast luck incense. Sticker. © Samuel L. Gonek d.b.a. Skippy Candle & Incense Co.; 4Dec63; KK179722.

SMIRNOFF (STE. PIERRE) FLS.

Filtered through a mountain of charcoal; Man on mountain of charcoal. (In Life, Feb. 21, 1964, p.5) Appl. author: Gumbinner-North Co., Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 17Feb64; KK180049.

Filtered through a mountain of charcoal; Man on mountain of charcoal. (In St. Louis post-dispatch, Feb. 16, 1964, p.31) Appl. author: Gumbinner-North Co. © Ste. Pierre Smirnoff FLS., division of Heublein; 16Feb64; KK180050.

If you like rocks, darling, try 'em with Smirnoff, says Zsa Zsa. Vodka. (In Life, Apr. 24, 1964, p.3 of cover) Appl. author: Gumbinner-North Co., Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 20Apr64; KK180549.

It leaves you breathless; vodka. [Boy & girl dancing] (In Buffalo courier-express, Mar. 3, 1964, p.2) Appl. author: Gumbinner-North Co., Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 3Mar64; KK180554.

It leaves you breathless; vodka. [Two girls whispering] (In Buffalo evening news, Mar. 11, 1964, p.39) Appl. author: Gumbinner-North Co., Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 11Mar64; KK180552.

It leaves you breathless; vodka. [Two men talking at table] (In Honolulu star-bulletin, Apr. 7, 1964, p.7) Appl. author: Gumbinner-North Co., Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 7Apr64; KK180553.

It's easy to make a Smirnoff screwdriver. (In Jet, Feb. 13, 1964, p.43) Appl. author: Gumbinner-North Co., Inc. © Ste. Pierre Smirnoff FLS., div. of Heublein; 6Feb64; KK178708.

It's easy to make a Smirnoff screwdriver; it leaves you breathless, Smirnoff, world's largest selling vodka. (In Jet, Apr. 9, 1964, p.43) Appl. author: Gumbinner-North Co., Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 2Apr64; KK180119.

Julie London bigger than life, featuring the Smirnoff screwdriver; vodka. (In Patterson's California beverage gazetteer, June 1964, insert before p.1-A) Appl. author: Gumbinner-North Co., Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 1Jun64; KK181109.

Outsells the leading scotch, bond, gin, every other vodka. (In The Control state review, Apr. 1962, p.3 of cover) Appl. author: Gumbinner-North Co., Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 20Apr62; KK181130.

Smirnoff harmonizes with anything that pours; vodka. [Endorsed by Claude Greene] (In Ebony, Apr. 1964, p.87) Appl. author: Gumbinner-North Co., Inc. © Ste. Pierre Smirnoff, division of Heublein; 17Mar64; KK180117.

Smirnoff is filtered through a mountain of charcoal; vodka. (In Life, Mar. 27, 1964, p.36-37) Appl. author: Gumbinner-North Co., Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 23Mar64; KK180645.

Smirnoff is filtered through a mountain of charcoal; vodka. (In The New York times magazine, Mar. 22, 1964, p.98) Appl. author: Gumbinner-North Co., Inc. © Ste. Pierre Smirnoff, division of Heublein; 22Mar64; KK180116.

Suddenly, it's Smirnoff everywhere you go. [Endorsed by Gloria Thomas] (In Ebony, May 1964, p.41) Appl. author: Gumbinner-North Co., Inc. © Ste. Pierre Smirnoff FLS., division of Heublein; 16Apr64; KK180761.

What's pouring at today's smartest parties; vodka & Heublein cocktails. How to throw a party without letting it throw you ... guide. (In Life, Dec. 6, 1963, p.77)

- Appl. author: L. C. Gumbinner Advertising Agency. © Ste. Pierre Smirnoff Fls., division of Heublein; 2Dec63; KK178654.
- Who made the orange more tempting than the apple? vodka. [Endorsed by Julie London] (In The Fresno Bee, May 4, 1964, p.B-3) Appl. author: Gumbinner-North Co., Inc. © 4May64; KK181108.
- Why Smirnoff instead of any other vodka; mountain of charcoal. (In The Knickerbocker news, Feb. 5, 1964, p.10A) Appl. author: Gumbinner-North Co., Inc. © Ste. Pierre Smirnoff Fls., division of Heublein; 5Feb64 (in notice: 1963); KK181105.
- SMITH, HANNAH. See SMITH PRODUCTS.
- SMITH, HAROLD D. See KENO-CAL.
- SMITH, RUBY. © Rubytone. Sheet. © 25Nov63; KK180191.
- SMITH, WILLIAM W. See SMITH-HILL.
- SMITH BROS. MARKETS OF INDIO, INC. Coffee, regular grind; 1 lb. On can. © Smith Bros. Markets of Indio, Inc. also d.b.a. Smith Bros.; 12Sep63; KK178575.
- SMITH-HILL. Cheddar cheese; net wt. 1 lb. Sticker. © Smith-Hill, solely owned by William W. Smith; 1Dec63; KK178648.
- SMITH PRODUCTS. Filett, ideal manicuring aide. Card. © Hannah Smith d.b.a. Smith Products; 9Feb64 (in notice: 1963); KK178961.
- SMUDSKY, EDWARD S. See I. P. H. ASSOCIATES.
- SNAP-ON TOOLS CORP. © How to change caster-camber on most Ford products. Sheet. Appl. author: Elden G. Weiss. © 12Sep63; KK179412.
- SNYDER MANUFACTURING CO., INC. © Protective garments and accessories. 21 p. (Catalog No.64) © 23Apr64; KK181212.
- SNYDER MANUFACTURING CO., INC. SNYDER LABORATORIES. © Know the patient advantages of using the Snyder Hemovac for closed-wound suction. .Sheet. © 20Nov63; KK178251.
- Speed postoperative recovery by using the Snyder Hemovac for closed-wound suction. Sheet. © 20Nov63; KK178252.
- SNYDER'S POTATO CHIPS, INC. © Taste the difference. On bag. © 19Oct63; KK179798.
- SOCIETY TO OPPRESS POLLUTION. Coughin' nails; net wt. 1 oz. On folding carton. © Society to Oppress Pollution a.a.d.o. Stop, Inc.; 27Feb64; KK180048.
- SOUTHERN BAKERIES CO. © Only Southern says goodbye to hog lard with pure poly-unsaturated all vegetable oil; Tender Mix white enriched bread. (In The Miami herald, Feb. 17, 1964, p.C5) Appl. author: J. E. B. Shi. © 17Feb64; KK179285.
- SOUTHERN PEAT CORP. © Florida's super nitrogen pelletized peat. Folder. Appl. author: Frank L. Edenfield. © 15Apr64; KK180499.
- SOUTHERN PINE LUMBER CO. © Meet the new symbol for quality products you've known for seventy years ... Temple Industries. (In The Lufkin (Texas) news, Nov. 17, 1963, section 3, p.14) © 17Nov63; KK178321.
- SPALDING (A. G.) & BROS., INC. TOY TINKERS DIVISION. © Big Boy, the original Tinkertoy; no.155, 318 hardwood & plastic parts. On wrapper. © 21Feb64; KK179425.
- The original Tinkertoy major; no.138. On wrapper. © 21Feb64; KK179427.
- The original Tinkertoy prep; no.116. On wrapper. © 21Feb64; KK179426.
- SPECIAL GAME CO. Circus clown picture bingo game; no.208. On bag. © Delbert S. Clark d.b.a. Special Game Co.; 1Jun64; KK180875.
- SPECIALTY FRANCHISES, INC. © Dugan's Energee brand white special formula bread; net weight 1 pound 2 ounces. On wrapper. © 17Feb64; KK178896.
- SPECTRA-SOUND, INC. © Enter the threshold of sound with Spectra-Sound. Record sleeve. © 1Nov63; KK179414.
- SPE-DE-WAY PRODUCTS CO., INC. © Wood-Kote silicone fish-eye eliminator; contents 1 fluid oz. © 17Jan64; KK178688.
- SPENCER KELLOGG DIVISION, TEXTRON, INC. See TEXTRON, INC. KELLOGG (SPENCER) DIVISION.
- SPONGE SPECIALTIES MANUFACTURING CORP. © Long John sponge bargain bag; 20 sponges. Appl. author: Edward Hymowitz. © 9Jan63; KK177778.
- STAGG DISTILLING CO. © Old Stag is back again. (In Cincinnati post, Dec. 2, 1963, p.24) © 2Dec63; KK178060.
- STAN THE MAN, INC. © Official rack-um-up; Stan Musial's records. Sticker. © 2Feb64; KK178491.
- STANDARD BRANDS, INC. © Royal fast & fancy holiday recipes. (In McCall's, Nov. 1963, insert) Appl. author: Ted Bates & Co., Inc. © 24Oct63; KK177997.
- STANDARD INDUSTRIAL PRODUCTS CO. OF ILLINOIS. © Introducing the Sipco hard hat, Safe-T-Rak. Sheet. © 26Nov63; KK178639.
- STANDARD MANIFOLD CO. © Dri-rite. Sheet. Illus. signed: V. L. Collins. © 20May63; KK180287.
- STANDARD OIL CO. (OHIO) © Why waste gasoline? Use Boron with its special carburetor cleaner. (In The Plain dealer, Cleveland, Mar. 13, 1964, p.11) Appl. author: McCann-Marschalk Co., Inc. © 13Mar64; KK179216.
- STANDARD OIL DIVISION, AMERICAN OIL CO. See AMERICAN OIL CO. STANDARD OIL DIVISION.
- STANDART, GARY B. See PLEAT-NEAT CO.
- STANDART, GARY B. See STANDART PRODUCTS CO.
- STANDART PRODUCTS CO. Pleat-Neat rug needle. Sheet. NM: revision & additions. © Gary B. Standart d.b.a. Standart Products Co.; 12Aug63; KK179977.
- STANLEY HOME PRODUCTS, INC. © It's yours, a premium from your Stanley dealer when you have a Stanley hostess party. (In Good housekeeping May 1964, p.219) © 23Apr64; KK180261.
- Prettiest dry mop, picks up dust like magic. (In Good housekeeping, May 1964, p.219) © 21Apr64; KK180424.
- STAR-KIST FOODS, INC. © New, get the tuna with the clean, lean taste; packed in fresh spring water. (In The Boston globe, June 19, 1964, p.25) Appl. author: Leo Burnett Co., Inc. © 19Jun64; KK181278.
- STEELE, JOHN. German World War II Panther tank. See AURORA PLASTICS CORP.
- STEPHENSON, TOM. © Skee-golf, the new game sensation, showing how you can have immediate installation; a special bulletin of particular interest to every motel proprietor. Folder. © 9Dec63; KK178501.
- STERNCO INDUSTRIES, INC. © Delta aquarium reflector. On folding carton. © 5Aug63; KK178393.
- STERNCO INDUSTRIES, INC. AQUARIUM SUPPLY CO. See AQUARIUM SUPPLY CO.
- STERNCO INDUSTRIES, INC. DELTA PRODUCTS. See DELTA PRODUCTS.
- STERNCO INDUSTRIES, INC. LONGLIFE FISH FOOD PRODUCTS. See LONGLIFE FISH FOOD PRODUCTS.
- STERNCO INDUSTRIES, INC. LONGLIFE FISH FOOD PRODUCTS CO. See LONGLIFE FISH FOOD PRODUCTS CO.
- STILLER, W. B. © Key-Sac key holder. Slip. © 31Mar64; KK179626.
- Official souvenir coin holder, New York World's Fair 1964 to 1965. On folding carton. © 23Mar64; KK179622.
- STILLER, WILLIAM B. © Key-Sac key holder, a new idea in key holders. Sheet. © 2Jan64; KK178876.
- Little Octopus soap holder. Sheet. © 2Jan64; KK178875.
- Little Octopus soap holder. Sheet. © 2Jan64; KK178877.
- Quikoin coin holder. Card. © 21May64; KK180931.
- STOCKWELL, JANE C. © Laser-Maser kit; contents, 10 sheets of polarizing filter. © 21Mar64; KK180383.
- STOP, INC. See SOCIETY TO OPPRESS POLLUTION.
- STOP, INC. See U. S. STOP, INC.
- STORYTIME, INC. © David and Goliath record, puzzle. Record sleeve. © 20Apr64; KK180083.
- Huckleberry Finn record, puzzle. Record sleeve. © 20Apr64; KK180085.
- The lion and the princess record, puzzle. Record sleeve. © 20Apr64; KK180084.
- Puss in Boots record, puzzle. Record sleeve. © 20Apr64; KK180086.

STOW MANUFACTURING CO. ©
CS concrete saw. Sheet. (Bul. 640)
Appl. author: Clarence F. Hotchkiss, Jr. © 1Feb64; KK178918.
70E Baby-Brute vibrators. Sheet.
(Bulletin 643) Appl. author:
Clarence F. Hotchkiss, Jr.
© 1Feb64; KK178962.

STRAUSS (LEVI) & CO. ©
At last, wash slacks that never
need ironing; Levi's Sta-Prest
sportswear. (In The Philadelphia
inquirer, Mar. 15, 1964, p.7)
Appl. author: Honig-Cooper &
Harrington. © 15Mar64; KK180059.

STREIT (ARON) INC. ©
Passover matzos; net wt. one pound.
On wrapper. Appl. author: Irving
Streit. © 13Jan64; KK178258.

STUART (C. W.) & CO. See FLORDECOR.

STYLE CREST TRADE ASSN. ©
At Style Crest, our newest genuine
walnut veneer bedroom ... all now
for \$259. (In Chicago sun-times,
Mar. 29, 1964, p.7) © 29Mar64;
KK179863.

Exclusively Style Crest; only \$197
for this complete 4-pc. modern
bedroom. (In Chicago sun-times,
Jan. 26, 1964, p.27) © 26Jan64;
KK179101.

Sofa, chairs, tables, lamps: \$498 for
entire room. (In Chicago tribune,
Mar. 15, 1964, p.20, sec.1)
© 15Mar64; KK179621.

Specially coordinated by our decora-
tors, spirited & lovely Modern
Designer living room; 4 ... Kroeh-
ler bedrooms. (In Chicago's Ameri-
can, May 10, 1964, section 4, p.1)
© 10May64; KK180620.

SUMMIT RADIO CORP. ©
Wacker, tops in radio; for over 20
years the leader in Akron, WAKR.
Folder. Appl. author: S. Bernard
Berk. © 15Oct63; KK177780.

SUN-DROP SALES CORP. ©
Enjoy every golden minute of it,
Gold-en cola, Sun Drop fruit cola.
Card. Appl. author: Obata Studios.
© 20Sep63; KK179443.

SUNBEAM CORP. ©
Before you wrap up that Sunbeam
order, better double check first.
(In Military market, exchange
retail ed., Aug. 1963, p.2 of cover)
© 1Aug63; KK178274.

Business gifts, '63, a good time to
remember Sunbeam electric clocks.
(In Sales management, Sept. 10,
1963, p.135) © 10Sep63; KK178277.

Deal yourself in on quality with
Sunbeam's wide range of products
and prices. (In Advertising &
sales promotion, Oct. 1963, p.93)
© 20Sep63; KK178279.

Don't just take our word about
increased clock sales, take the word
of a man who got them. (In
Electrical merchandising week,
Sept. 2, 1963, p.2 of cover)
© 2Sep63; KK178280.

Hit of the Chicago Housewares Show!
The all-new Sunbeam carousel
rotisserie broiler. (In Home
furnishings daily, Aug. 1, 1963,
p.17) © 1Aug63; KK178275.

Let Sunbeam solve your business gift
puzzle. (In Sales management,
Sept. 10, 1963, p.83) © 10Sep63;
KK178276.

Now, a snow thrower designed for
average home use, the new Sunbeam
electric snow thrower. (In Wis-
consin State journal, Oct. 30,
1963, section 3, p.4) © 30Oct63;
KK180087.

Put quality in your premium puzzle
with Sunbeam's wide range of
products and prices. (In Premium
practice, Aug. 1963, p.53)
© 1Aug63; KK178273.

Put quality in your premium puzzle
with Sunbeam's wide range of
products and prices. (In Premium
practice, Sept. 1963, p.147)
© 1Sep63; KK178278.

Sales figures don't lie! They prove
Sunbeam increases clock sales.
(In Electrical merchandising week,
Oct. 7, 1963, p.39) © 7Oct63;
KK178281.

Two big ways to boost snow thrower
sales; new, Sunbeam deluxe
electric snow thrower. (In Home
furnishings daily, July 15, 1963,
p.29) © 15Jul63; KK178272.

You'll miss half the style news that
sells clocks in volume if you
don't see the Sunbeam exhibit,
booth 1483. (In Narda news,
July 1963, p.9) © 10Jul63;
KK178271.

SUPERIOR ELECTRIC CO. ©
1st quarter report; March 31, 1964.
Folder. © 28Apr64; KK181131.

SUPERIOR PLASTICS, INC. ©
Decor-A-Dor, high fashion homecraft
decorator kit. On folding
carton. © 10Mar64 (in notice:
1963); KK179824.

The transparent breathing man, with
real life-like working lungs.
On wrapper. © 9Mar64; KK179821.

The United Nations Buildings,
fun-to-assemble model kit.
On wrapper. (World wide wonders,
no.4) © 4Mar64; KK179823.

Yankee Stadium, fun-to-assemble
plastic model kit. On wrapper.
(World wide wonders, no.5)
© 9Mar64; KK179822.

SUPERMARKET PROMOTIONS.
Play trace the fact at Stop 'n Save
super markets; here's how to play.
Sheet. © Adrian Hirschhorn d.b.a.
Supermarket Promotions; 25Nov63;
KK180485.
Special bonus, play trace the face;
free 40,000 S&H stamps awarded
weekly. (In The Evening sentinel,
Ansonia, Conn., Dec. 4, 1963, p.14)
© Adrian Hirschhorn d.b.a. Super-
market Promotions; 4Dec63; KK180486.

SUPREME WINE CO., INC. ©
Di Sabato's neapolitan wine dressing;
net contents 8 fl. oz. Sticker.
Appl. author: Vito Bracciale.
© 20Mar64; KK180304.

SURF SKATER CO., INC. ©
Surf Skater. Sticker. Appl. au-
thor: Dexter S. Miller. © 5Mar64;
KK181149.

SURGITUBE PRODUCTS CORP. ©
A new patented seamless tubular
gauze, ready made instant bandage;
roll it on, roll it off. Folder.
Appl. author: Louis Hochman.
© 6Mar64; KK180176.

SWEENEY, KRIST & DIMM. ©
Living indoor plants add charm to your
home. Sheet. © 2Jan64; KK179675.

SWIFT & CO. ©
Keeping fit for America; meat power
to play on; franks. (In Life,
May 25, 1962, p.54-55) Appl. au-
thor: McCann-Erickson, Inc.
© 25May62; KK178119.

Martha Logan's food news and views.
(In What's new in home economics,
Apr. 1962, p.41) Appl. author:
McCann-Erickson, Inc. © 15Mar62;
KK178118.

Up-to-the-minute wives serve the
sausage that's ready in 3 minutes
and loaded with meat power; Swift
deep-roasts it ... you just
brown it. (In Look, May 8, 1962,
p.60H) Appl. author: McCann-
Erickson, Inc. © 24Apr62; KK179641.
Who beat me to the bacon? It's every
man for himself when bacon snitchers
get near the brown-sugar cured
flavor of Swift's premium bacon.
(In Ladies home journal, May 1962,
p.13) Appl. author: McCann-Erick-
son, Inc. © 24Apr62; KK179642.

T

TABER, ALLEN M. ©
Souvenir blimp; your exclusive
envelope copy for super blimp
souvenir. © 7Jan64; KK179950.

TALMAN FEDERAL SAVINGS & LOAN ASSN.
OF CHICAGO. ©
Now is the time to salt away extra
money in your Independence fund;
a service of Talman. (In Chicago
tribune, Dec. 30, 1963, part 1,
p.6) © 30Dec63; KK177922.

TAVOLEK LABORATORIES. ©
New chemical discovery kills rats,
and only rats. (In Pest control,
May 1964, p.52-53) Appl. author:
Norman, Craig & Kummel, Inc.
© 4May64; KK180655.

TAYLOR, C. C.
Citrus charcoal, made from pure
citrus wood. See BRUNO, DON.
Citrus-chips made from pure citrus
wood. See BRUNO, DON.

TAYLOR (JOE) CO. ©
Teed homes, protected and time
shielded. Sheet. © 3Jan64;
KK179417.

TAYLOR WINE CO., INC. ©
It's a Taylor wine, and you'll love
it. (In Sports illustrated,
May 21, 1962, p.89) © 17May62;
KK178836.

TENNANT (G. H.) CO. ©
Battery powered Tennant 42E power
sweeper. Sheet. © 28Apr64;
KK180802.
New low cost way to sweep congested
areas, Tennant 42 power sweeper.
Sheet. © 17Jun63; KK180803.
Now, a sweeper that scrubs as well,
Tennant 85 power sweeper scrubber
attachments. Sheet. NM: revision.
© 16Apr64; KK180805.
Typical advantages of Tennant
vacuumized sweeping for shopping
centers. Sheet. Appl. states prev.
reg. 20Jul60. NM: revisions.
© 31Aug63; KK180804.

TENSOR CORP. ©
Everybody uses Tensor-lites;
Princess. (In The New Yorker,
Nov. 30, 1963, p.127) © 27Nov63;
KK178856.

First Tensor-lite contest winner
announced. (In The New Yorker,
Nov. 16, 1963, p.133) © 14Nov63;
KK179080.

I am an unusual Christmas present;
student chrome gooseneck. (In The
New Yorker, Dec. 7, 1963, p.177)
© 5Dec63; KK178855.

Love affair; intimate relationships
develop quickly between the Princess
and fold-a-way lites and their
owners. (In House & garden, Dec.
1963, p.6) © 14Nov63; KK178858.

Suggest 4 new uses for Tensor-lites,
win a free trip to Paris via Sabena.
(In The New Yorker, Oct. 26, 1963,
p.28) © 24Oct64; KK178857.

- Tensor-lite, the extraordinary lamp for ordinary uses; personal, decorative, versatile, portable Tensor-lite. Sheet. © 27Nov63; KK178859.
- TETLOW, LEON. See SAN DIEGO NUT CO.
- TEXANA. See SIPPRELL, TEXANA.
- TEXAS COWBOY CAFE.
Texas Jack Rabbit milk. On wrapper. © Lawrence H. Melton d.b.a. Texas Cowboy Cafe; 15Apr64; KK181168.
- TEXSTAR PLASTICS. ©
Floor Show textured transparent chair mats price list, March 1, 1964. Sheet. © 27Mar64; KK179560.
Special price list on government standard sizes; mat, floor, for chairs, Feb. 1, 1964. Sheet. © 24Mar64; KK179558.
Textured office chair mats by Floor Show. Sheet. © 27Mar64; KK179559.
- TEXTILE MILLS CO. ©
Tex-Knit Permalon ironing cover & pad. On folding carton. Appl. author: Irwin Hanopole. © 26Feb64; KK179071.
- TEXTRON, INC. KELLOGG (SPENCER) DIVISION. ©
Anti-spalling compound, prevents concrete damage; net contents 55 U. S. gallons. On wrapper. © 20Jan64 (in notice 1963); KK181293.
- THERMAL BLOCK CO. ©
Pre-fab insulating blocks for hot and chilled water piping. Sheet. Appl. author: James L. Crawford. © 13Apr64; KK179831.
- THOMAS, RICHARD C. See PHILLIPS-THOMAS PRODUCTS.
- THOMAS, ROY G. See KASH SAVING STAMP CO.
- THOMAS & BETTS CO. ©
Sta-Kon pressure terminals and connectors; 26-250 MCM. 54 p. © 17Jan64; KK181097.
- THREE FEATHERS DIST. CO. ©
There's no whisky lighter than. (In Bangor daily news, Dec. 20, 1963, p.11) Appl. author: Otto Kleppner. © 20Dec63; KK179157.
- THWING-ALBERT INSTRUMENT CO. ©
Sentronic precision indicator. Sheet. (Bulletin no.3050) © 13Nov63; KK179326.
Sentronic transducers; sentronic load cell; model 3080. Sheet. (Bulletin no.S-3080) © 14May64; KK181092.
- TIMKEN ROLLER BEARING CO. ©
Adds muscle to Gradall's boarding-house reach. (In Business week, June 13, 1964, p.106) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Jun64; KK181094.
Another problem solved by Timken fine alloy steel ... the Lufkin Rule Company ... makes some of the finest micrometers in the world. (In U. S. news & world report, Apr. 6, 1964, p.18) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Mar64; KK179561.
Cable layer specs: no bearing failures tolerated. (In Steel, Apr. 20, 1964, p.164) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Apr64; KK180067.
It all happened in 1925; quality turns on Timken tapered roller bearings. (In D. A. C. news, Jan. 1964, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Jan64; KK178282.
- It all happened in 1956. (In D. A. C. news, Apr. 1964, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Apr64; KK179644.
- It all happened in 1958 ... the Timken Company increased its research and testing capability with a new, enlarged physical laboratory. (In D.A.C. news, Feb. 1964, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Feb64; KK178874.
- It all happened in 1963. (In D.A.C. news, June 1964, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Jun64; KK180874.
- The steel industry is on the move modernizing and the Timken Company is part of it. (In The Wall Street Journal, May 7, 1964, p.7) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7May64; KK180547.
- Timken bearings are at the Fair all right, but you won't see them. (In The Saturday evening post, May 23, 1964, p.52-53) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19May64; KK181074.
- TIRE CENTERS CORP. See KORVETTE TIRE CENTERS.
- TIRE CITY CORP. See KORVETTE TIRE CENTERS.
- TIRES, INC. ©
Safe tires is the law. (In Sunday news, New York, Feb. 16, 1964, p.151) © 16Feb64; KK178914.
World's largest retailers of all famous brands announces a fantastic sale of high quality genuine firsts. (In Sunday news, New York, Apr. 12, 1964, p.138-139) © 12Apr64; KK179841.
- TOBIN, ANN.
Jane Bowers sings folk songs for little folks. See BOWERS, JANE GARDNER RILEY.
- TOBIN PACKING CO., INC. ©
First prize, specjalne Wielkanocne kielbasy. Sheet. © 26Mar49; KK180702.
- TOKATZ, RICHARD. ©
The Gale Belle Quartet plays euphoria in jazz. Record sleeve. © 23Apr64; KK180274.
- TOM BOY, INC. ©
Whole kernel, golden sweet corn; contents 1 lb. On wrapper. © 10May63; KK179348.
- TOPPING, JOHN A. ©
Golfers, lower your score, practice with a Double Grip. 1 v. © 24Jan64; KK179599.
- TORETTE PRODUCTS.
Iron Mate ironing board cover and pad set; no.D4203. On wrapper. © John B. Delander d.b.a. Torette Products; 13Jan64; KK179719.
- TOTINO'S FINER FOODS, INC. ©
Let's have a party with pizza toasties; 5 Teenie's pizza toasties. On folding carton. © 15Jun63 (in notice 1964); KK181281.
- TOWLE MANUFACTURING CO.
Sterling silver knife, 1964. (In The Bride's magazine, summer 1964, p.77-78) © Towle a.a.d.o. Towle Manufacturing Co.; 6Mar64; KK180079.
Sterling silver spoon, 1964. (In The Bride's magazine, spring 1964, p.71-72) © Towle a.a.d.o. Towle Manufacturing Co.; 6Jan64; KK180080.
- There's a fine line between just sterling and the elegance of Towle. (In Glamour, May 1962, p.179) © Towle a.a.d.o. Towle Manufacturing Co.; 22Apr62; KK180197.
- There's a fine line between just sterling and the elegance of Towle. (In Glamour, June 1962, p.5) © Towle a.a.d.o. Towle Manufacturing Co.; 22May62; KK179252.
Towle introduces El Grandee; silver-smiths. (In Bride & home, summer 1964, p.81) © Towle a.a.d.o. Towle Manufacturing Co.; 13Apr64; KK179975.
- TOY TINKERS DIVISION, A. G. SPALDING & BROS., INC. See SPALDING (A. G.) & BROS., INC. TOY TINKERS DIVISION.
- TRADE-A-HOME CORP. ©
Trade-A-Home plan; home trade-in guarantee policy. Folder. © 2Sep63; KK179899.
- TROPICAL PAINT CO. ©
Professional brushes and rollers designed specifically for Tropical paint and chemical coatings. 1 v. Appl. author: Ralph E. Meermans. © 26Dec63; KK178535.
- TRUE FORMS FOUNDATIONS, INC. See GUILD FOUNDATIONS.
- TRUE TEMPER CORP. ©
Here is your copy of True Temper's new chart, How to choose the right tools for your lawn and garden. Folder. Appl. author: John P. Skelly. © 11May64; KK180609.
- TURN-A-CAP, INC. ©
At last, open nail polish quickly, easily. Card. Appl. author: Edwin H. Holtz. © 27May64; KK180669.
- TURN OF THE CENTURY FIGHTS, INC. ©
Most timely, most thrilling sports program in television history; Knock out. Sheet. Appl. author: William D. Cayton. © 28Apr64; KK180066.
- TWINCO PRODUCTS CO. ©
Wipe Away vinyl coloring cloth; card table size. On bag. © 21Oct63; KK179499.
- TWIST, FRANK V. ©
Grow a living cypress tree for outdoors or indoor planters. On folding carton. © 19Feb64; KK178895.
- TWITCHELL (E. W.) INC. ©
Ankle-length 100% nylon casuals coordinated for terrors. On bag. © 20May64; KK180800.
First quality, beautiful hosiery. On bag. © 15Nov63; KK178347.
New Cantrace stockings. On bag. © 14Apr64; KK180465.
Seamless teen age hosiery, perfectly proportioned for youthful and slender legs. On bag. © E. W. Twitchell, Inc. (in notice: E. W. Twitchell); 27Dec63; KK178765.
Sheer textured, first quality, all nylon stockings. On bag. © 20May64; KK180873.

U

- ULMER PHARMACAL CO. ©
And-Est. Sheet. Appl. author: George G. Ulmer, Jr. © 4Nov63; KK179923.
Banasil 0.25 mg. reserpine alkaloid. Sheet. Appl. author: George G. Ulmer, Jr. © 18Jul62; KK179422.

ULMER PHARMACAL CO.-Con.

- Bencaine B-B ointment. Sheet. Appl. author: George G. Ulmer, Jr. © 6Nov63; KK179925.
- Co-Ferrin. Sheet. Appl. author: George G. Ulmer, Jr. © 6Nov63; KK179922.
- Co-Tar-Ox. Sheet. Appl. author: George G. Ulmer, Jr. © 30Oct63; KK179929.
- Digitoxin tablets. Sheet. Appl. author: George G. Ulmer, Jr. © 4Dec63; KK179924.
- Ethiquinol. Sheet. Appl. author: George G. Ulmer, Jr. © 5Jul62; KK179921.
- Lead oleate ointment. Sheet. Appl. author: George G. Ulmer, Jr. © 4Dec63; KK179931.
- Liver injection N.F. Sheet. Appl. author: George G. Ulmer, Jr. © 6Nov63; KK179930.
- Narone tablets, Dipyrone. Slip. Appl. author: George G. Ulmer, Jr. © 8Aug63; KK178136.
- Narone, Ulmer brand of Dipyrone. Slip. Appl. author: George G. Ulmer, Jr. © 6May63 (in notice: 1962); KK178132.
- P-B-Sal-C, sodium free, P-B-Sal-C. Slip. Appl. author: George G. Ulmer, Jr. © 8Aug63; KK178135.
- P-B-Sal-C with Colchicine, Ulmer. Slip. Appl. author: George G. Ulmer, Jr. © 8Aug63; KK178134.
- P-B-Sal-C with Prednisolone. Sheet. Appl. author: George G. Ulmer, Jr. © 6May62; KK179920.
- Pertol. Sheet. Appl. author: George G. Ulmer, Jr. © 4Sep63; KK179932.
- Pertol, Ulmer. Slip. Appl. author: George G. Ulmer, Jr. © 8Aug63; KK178133.
- Prednisone. Sheet. Appl. author: George G. Ulmer, Jr. © 5Jun63 (in notice: 1962); KK179928.
- Quinine and urea HCl injectable N.F. 5%. Sheet. Appl. author: George G. Ulmer, Jr. © 6May63; KK179916.
- Stimdex. Sheet. Appl. author: George G. Ulmer, Jr. © 5Jul62; KK179915.
- Topical preparations of Sulfathiazole. Sheet. Appl. author: George G. Ulmer, Jr. © 30Oct63; KK179927.
- Trisert. Sheet. Appl. author: George G. Ulmer, Jr. © 6Mar62; KK179914.
- Trisert powder. Sheet. Appl. author: George G. Ulmer, Jr. © 5Jul62; KK179919.
- Ultragen. Sheet. Appl. author: George G. Ulmer, Jr. © 5Jul62; KK179918.
- Venibar. Sheet. Appl. author: George G. Ulmer, Jr. © 5Jul62; KK179917.
- Wright's stain Ulmer. Sheet. Appl. author: George G. Ulmer, Jr. © 6Nov63; KK179926.

UNARCO INDUSTRIES, INC. ©

- Never before such value in a mechanical dock board; top quality Sturdy Bilt 6' x 6'. (In Handling & Shipping, Sept. 1963, p.39) Appl. author: North Advertising, Inc. © 1Sep63; KK179115.

UNCLE BEN'S, INC. ©

- Converted white beans; 10 oz. net wt. On folding carton. © 7May64; KK180834.
- Curried rice; 6 oz. net wt. On folding carton. © 18Apr64; KK180628.
- Gala; Uncle Ben's curried rice makes shrimp a gala occasion. (In Better homes & gardens, Mar. 1964) Appl. author: Ted Bates & Co., Inc. © 13Feb64; KK180588.

Long grain & wild rice; 6 oz. net wt. On folding carton. © 18Apr64; KK180627.

New, from Uncle Ben's; a completely different kind of quick cooking rice with big white grains for smooth fluffy texture. (In Chicago Tribune, Apr. 9, 1964, section 1, p.19) Appl. author: Ted Bates & Co., Inc. © 9Apr64; KK180557.

New, from Uncle Ben's, the rice people, a completely different kind of quick-cooking rice with big white grains for big rice flavor: Quick rice. (In Chicago Tribune, Oct. 25, 1963) Appl. author: Ted Bates & Co., Inc. © 25Oct63; KK178674.

Spanish rice; 6 oz. net wt. On folding carton. © 18Apr64; KK180629.

A tip to fast-food operators; fast, fancy and foolproof rice dishes with Uncle Ben's Spanish rice blend. (In Fast food, Feb. 1964, p.12) Appl. author: Ted Bates & Co., Inc. © 3Feb64; KK180589.

A tip to in-plant menu-planners; break the boredom of the menu cycle with Uncle Ben's Spanish rice blend. (In Inplant food management, Mar. 1964, p.6) Appl. author: Ted Bates & Co., Inc. © 25Feb64; KK180590.

Wild! Try Uncle Ben's long grain and wild rice mix. (In Chicago Tribune, Dec. 12, 1963) Appl. author: Ted Bates & Co., Inc. NM: revisions. © 12Dec63; KK178672.

Wild! Try Uncle Ben's long grain and wild rice mix. (In Chicago's American, Nov. 14, 1963) Appl. author: Ted Bates & Co., Inc. © 14Nov63; KK178673.

Wild, try Uncle Ben's long grain and wild rice mix. (In Time, Nov. 1, 1963) Appl. author: Ted Bates & Co., Inc. © 29Oct63; KK177992.

UNEEDA DOLL CO., INC. ©

- I'm Pokey the playful pup, a real fun toy. On box. Appl. author: Robert K. Ostrander. © 16Dec63 (in notice: 1964; KK179297).

UNION CARBIDE CORP. ©

- Prest-o-Lite acetylene regulator renewal kit; part no. 62Y08. © 14Jul63; KK178031.

UNION SPECIAL MACHINE CO. ©

- All new lockstitch needle-feed; class 63900. Sheet. Appl. author: Arthur James Feigel. © 30Dec63; KK178287.

Awning, outdoor furniture, tents, tarps and other heavy fabric specialties. Folder. (Bulletin 271) Appl. author: Arthur James Feigel. © 30Dec63; KK178288.

For better seams ... needle-feed lockstitch; class 63900. Folder. (Bulletin 330) Appl. author: Arthur James Feigel. © 20Apr64; KK180428.

Modern sewing equipment for stores, shops, workrooms, alteration departments. Folder. (Bulletin 1500) Appl. author: Arthur James Feigel. © 27Dec63; KK178526.

UNITED ARTISTS TELEVISION, INC. ©

- Patty Duke, Jr. jigsaw puzzle; no. 4611; 100 pieces. On wrapper. © 22Jan64 (in notice: 1963); KK179021.

UNITED BISCUIT CO. OF AMERICA. ©

- Aloha cookies; net weight one pound. On bag. © 15Jan64; KK178286.
- Cherie sugar wafers, cherry flavored filling; net weight 8-3/4 ozs. On wrapper. © 21Feb64; KK179598.
- Supreme cheese wafers; net weight 8 ounces. On wrapper. © 2May64; KK180482.

UNITED-HAGIE HYBRIDS, INC. ©
Product guide for 1964. Folder. © 1Jul63; KK180115.

UNITED SHOE MACHINERY CORP. ©

- New, fasten-it-yourself kit, Pop RiveTool, with easy-to-use Pop rivets; kit no. 103. On box. © 27Mar63; KK177965.

U. S. ETHICALS, INC. ©

- Eclabron, a new elixir clinically proven in the symptomatic treatment of bronchial asthma. 7 p. © 18Mar64; KK179333.
- Ferbetrin; 1000 tablets. On wrapper. © 19Mar64; KK179332.

UNITED STATES GYPSUM CO. ©

- Preparing to remodel. Looseleaf. (Handyman plan no. pub. 381) NM: additions & revisions. © 6Nov63; KK177948.
- Putting down a floor. Looseleaf. (Handyman plan no. pub. 335) © 6Nov63; KK177949.

U. S. RUBBER TIRE CO. ©

- Don't get tires, get tiger paws; U. S. Royal. (In Sports illustrated, Apr. 27, 1964, p.90) Appl. author: Doyle Dane Bernbach, Inc. © 24Apr64; KK180255.

If you had a tire this worn, and it failed, would you have the nerve to bring it back and ask for a brand new tire free? (In Sports illustrated, June 15, 1964, p.M8) Appl. author: Doyle Dane Bernbach, Inc. © 13Jun64; KK181192.

Pontiac has the wildest thing in Detroit, and it comes with tiger paws. (In Life, Apr. 3, 1964, p.73) Illus. signed: Osborn. Appl. author: Doyle Dane Bernbach, Inc. © 31Mar64; KK180474.

Standard equipment on Pontiac's tiger: Tiger paws. (In Life, Apr. 17, 1964, p.115) Illus. signed: Osborn. Appl. author: Doyle Dane Bernbach, Inc. © 13Apr64; KK180475.

The tiger's paw; U. S. Royal. (In Life, Mar. 6, 1964, p.48) Appl. author: Doyle Dane Bernbach, Inc. © 2Mar64; KK179399.

What did you expect Pontiac to put on a tiger, ordinary tires? (In Life, Mar. 20, 1964, p.2) Appl. author: Doyle Dane Bernbach, Inc. © 18Mar64; KK179820.

U. S. STOP, INC.

- Stop. On bag. © U. S. Stop, Inc., also d.b.a. Stop, Inc.; 27Feb64; KK180047.

UNIVERSAL FRANCHISING, INC. ©

- Capt. Kidd's fish 'n chips. Slip. © 19Mar64; KK179755.

UNIVERSAL PROMOTIONS, INC. ©

- Universal, the trade stimulator plan that pushes groceries, not premiums; exclusive Moss Rose decoration. Sheet. © 15Oct63; KK177968.

V

VAN CAMP SEA FOOD CO. ©

- Enter the Chicken of the Sea family vacation sweepstakes, see America in your own private railroad car; tuna. (In McCall's, Feb. 1964, p.R-4--R-5) Appl. author: A. Culver Boyd. © 21Jan64; KK178481.

Hooray, holiday color canapes with the tuna that's all prime fillet, Chicken of the Sea. (In Good housekeeping, Dec. 1963, p.35) Appl. author: A. Culver Boyd. © 20Nov63; KK178183.

The prime-fillet touch for casseroles, Chicken of the Sea; Tuna Mediterranean. (In McCall's, Jan. 1964, p.R-12) Appl. author: A. Culver Boyd. © 19Dec63; KK178421.

'Round the world with Chicken of the Sea; recipe, tuna tomato international. (In Better homes & gardens, July 1962, p.20) Appl. author: A. Culver Boyd. © 21Jun62; KK177874.

VEL CO. ©
Free, glittering gold plated key chain for your house & auto keys; advertising key tag. Card. © 15Mar64; KK181232.

VENT-AIR LABS, INC. ©
No risk plan to see without glasses; contact lenses. (In Sunday news, Mar. 15, 1964, p.14) Appl. author: Lawrence Lewison. © 15Mar64; KK180495.

VENT-AIR LENS LABORATORIES, INC. ©
See the difference, Vent-Air contact lenses. Folder. Appl. author: Lawrence Lewison. © 30Mar64; KK181303.

VERSA PRODUCTS CO. ©
Get into the big ticket wrought iron business ... with Versa special offers for eager dealers. Folder. © 10Dec63; KK178071.

Phos-fused adjustable wrought iron railings and columns. Folder. © 10Dec63; KK178082.

Phos-fused railing and columns. Sheet. © 19Mar64; KK179387.

Phos-fused railings and columns. Folder. © 10Dec63; KK178083.

There's more in '64 with these new and exciting products from Versa. Folder. © 10Dec63; KK178079.

Versa columns beautify outside or indoors; Versa 3-D. Sheet. © 10Dec63; KK178076.

VERDIS FOODS, INC. ©
Versis creates sauce de bleu; 1/2 gallon. Sticker. Appl. author: Anthony Sperco Versis. © 19May64; KK181304.

VICO PRODUCTS CO. ©
Index of food applications using hydrolyzed plant proteins and other basic products. Folder. (Bulletin 264) © 15Feb64; KK180151.

VIENNA SAUSAGE MANUFACTURING CO. ©
M-m-mild bologna by Vienna; net wt. 12 oz. Sticker. © 15Aug63; KK178372.

VIRGINIA FINE FOODS, INC. ©
Golden Skillet fried chicken. On wrapper. © 6Feb64 (in notice: 1963); KK178517.

VITEX LABS.
Cornucopia of values from Louis Frauth's Dairy, Inc. Sheet.
© Nopco Chemical Co. d.b.a. Vitex Labs; 7Nov63; KK178817.

February favorites from Royal Crest All Star Dairy. Sheet. © Nopco Chemical Co. d.b.a. Vitex Labs; 29Jan64; KK178815.

Holiday delights from Owensboro ice cream and dairy products. Sheet. © Nopco Chemical Co. d.b.a. Vitex Labs; 5Dec63; KK178814.

January light sales; Sanitary Farm Dairies. Sheet. © 5Jan64; KK178816.

VOIKSWAGEN OF AMERICA, INC. ©
All of a sudden, it stops looking funny. (In Sports illustrated, May 25, 1964, p.101) Appl. author: Doyle Dane Bernbach, Inc. © 23May64; KK181200.

Are you big enough for it? A Volkswagen can take on a very big person. (In Reader's digest, May 1964, p.150) Appl. author: Doyle Dane Bernbach, Inc. © 30Apr64; KK181194.

Deliver a package and still make a profit. (In Progressive grocer, Sept. 1963, p.25) Appl. author: Doyle Dane Bernbach, Inc. © 30Aug63; KK177831.

For people who can't stand the sight of a Volkswagen. (In Sports illustrated, Mar. 16, 1964, p.39) Appl. author: Doyle Dane Bernbach, Inc. © 10Mar64; KK179495.

Getaway car; Campmobile. (In Field & stream, Feb. 26, 1964, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 27Feb64; KK179477.

Getaway car ... get it any way you want it. Folder. Appl. author: Doyle Dane Bernbach, Inc. © 12Oct63; KK178760.

The green fender came off a '58, the blue hood came off a '59. (In Reader's digest, June 1964, p.281) Appl. author: Doyle Dane Bernbach, Inc. © 30May64; KK181193.

How much longer can we hand you this line? (In Road and track, Jan. 1964, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 30Dec63; KK177889.

It comes in small, medium and large. (In Automotive news, Nov. 18, 1963, p.47) Appl. author: Doyle Dane Bernbach, Inc. © 16Nov63; KK177813.

It isn't easy, but it's worth it. (In NADA magazine, Feb. 1964, p.69) Appl. author: Doyle Dane Bernbach, Inc. © 28Jan64; KK179496.

It's a little too much car for the money. (In Sunset magazine, Apr. 1964, p.286) Appl. author: Doyle Dane Bernbach, Inc. © 28Feb64; KK179788.

It's at its best when business is rotten. (In Look, Mar. 10, 1964, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 5Mar64; KK179493.

One of the nice things about owning it is selling it. (In Look, Feb. 25, 1964, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 21Feb64; KK179494.

Our front door, service entrance. (In NADA, May 1964, p.51) Appl. author: Doyle Dane Bernbach, Inc. © 30Apr64; KK181199.

Plenty of room at the rear of the bus. (In Look, Feb. 7, 1964, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 28Feb64; KK179309.

Rough it; this is our Volkswagen Campmobile. (In Field & stream, Feb. 1964, p.1) Appl. author: Doyle Dane Bernbach, Inc. © 28Jan64; KK179479.

Somebody actually stole one. (In Time, Jan. 3, 1964, p.33) Appl. author: Doyle Dane Bernbach, Inc. © 1Jan64; KK178312.

Spacious. Which down-to-earth Volkswagen station wagon is for you? Folder. Appl. author: Doyle Dane Bernbach, Inc. © 15Nov63; KK180147.

Take our hottest option ... put it in your Volkswagen. Folder. Appl. author: Doyle Dane Bernbach, Inc. © 12Nov63; KK178759.

Take out the seats and you're in business; this is a Volkswagen Kombi. (In Life, May 22, 1964, p.26) Appl. author: Doyle Dane Bernbach, Inc. © 21May64; KK181196.

This is why a Volkswagen has so much legroom in front. (In Newsweek, Feb. 10, 1964, p.44-45) Appl. author: Doyle Dane Bernbach, Inc. © 8Feb64; KK179480.

This station wagon seats 8, sometimes. (In Nation's business, Apr. 1964, p.117) Appl. author: Doyle Dane Bernbach, Inc. © 28Feb64; KK179785.

Tourismo; the tour's grand in a Volkswagen station wagon. Folder. Appl. author: Doyle Dane Bernbach, Inc. © 15Dec63; KK178695.

Ugh, this is an awful picture of a Volkswagen. (In Look, Apr. 7, 1964, p.8) Appl. author: Doyle Dane Bernbach, Inc. © 5Apr64; KK179784.

Volkswagen, Italian style. (In Sports illustrated, Mar. 30, 1964, p.76) Appl. author: Doyle Dane Bernbach, Inc. © 28Mar64; KK180515.

Volkswagen's still the name, and finding us is the game. (In Yonkers herald statesman, Jan. 10, 1964, p.30) Appl. author: Doyle Dane Bernbach, Inc. © 10Jan64; KK178313.

Want to buy a going business? 1 v. Appl. author: Doyle Dane Bernbach, Inc. © 15Oct63; KK178758.

We probably have the least impressive parts list in the business. (In Automotive news, Dec. 23, 1963, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 20Dec63; KK178311.

We put our dealers in their proper place. (In Automotive news, Feb. 24, 1964, p.19) Appl. author: Doyle Dane Bernbach, Inc. © 22Feb64; KK179787.

What are we doing in New Jersey? (In The record, Jan. 29, 1964, p.79) Appl. author: Doyle Dane Bernbach, Inc. © 29Jan64; KK179257.

When it came to our station wagon, we thought we'd be big about it. (In Sports illustrated, Mar. 2, 1964, p.42-43) Appl. author: Doyle Dane Bernbach, Inc. © 28Feb64; KK179497.

Who can afford to deliver 1 gallon? (In American painting contractor, July 1963, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 28Jun63; KK178757.

W

W. T. S. PHARMACEUTICALS.
Caldesene one step baby care keeps baby dry when diaper's wet. (In The Medina daily journal, Jan. 30, 1964, p.5) Appl. author: Kastor, Hilton, Chesley, Clifford & Ather-ton. © W. T. S. Pharmaceuticals, div. of Wallace & Tiernan, Inc.; 30Jan64; KK179212.

WACO MANUFACTURING CO.
Purlin joists, a new shoring system. Folder. © Waco Manufacturing Co., division of Waco-Porter Corp.; 5Mar64; KK179483.

WALKER (HAROLD C.) ADVERTISING. ©
Forget-me-not shopper list; save this forget-me-not shopping list to qualify for free valuable prizes. Sheet. © 15Jan64; KK178025.

WALKER (HIRAM) & SONS, INC. ©
Nothing else quite measures up; De Luxe bourbon. (In Life, May 8, 1964, p.86) © 4May64; KK180393.

WALKER (HIRAM) IMPORTERS, INC. ©
The Cheshire Cheese, in London, welcomes you with history, beefsteak pie and Canadian Club. (In Time, Nov. 8, 1963, p.34) © 5Nov63; KK178210.

Monsieur Nestou, of Cros-de-Cagnes, awaits you with royalty, open-hearth cooking and Canadian Club. (In The New Yorker, Jan. 4, 1964, p.3 of cover) © 2Jan64; KK178211.

- WALKER (HIRAM) IMPORTERS, INC.-Con.
 Senor Bofarull of Barcelona greets you with a fine sense of gusto and Canadian Club. (In Time, Nov. 29, 1963, p.72) © 26Nov63; KK178209.
 Signor Melone of Venice offers you a sprawling palace, the Grand Canal and Canadian Club. (In The New Yorker, Mar. 7, 1964, p.60) © 5Mar64; KK179142.
- WALLACE & TIERNAN, INC. W. T. S. PHARMACEUTICALS. See W. T. S. PHARMACEUTICALS.
- WALSH, BERTHA A. See WALSH PRODUCTS.
- WALSH PRODUCTS.
 Vis-U-Lite miracle jewelry cleaner; 4 ounces. On bottle. © Bertha A. Walsh d.b.a. Walsh Products; 28Dec62; KK179054.
 Vis-U-Lite steam free, clear view, eyeglass cleaner; contents 2 ozs. On bottle. © Bertha A. Walsh d.b.a. Walsh Products; 28Dec62; KK179053.
- WARD BAKING CO. ©
 Old fashioned white enriched bread; net wt. 1 lb. On wrapper. Appl. author: Charles L. Kokrein. © 30Mar64; KK180132.
- WARNER BROS. CO. ©
 Here is the first girdle to get rid of those tell-tale panels, but keep the power; that is the Riddle by Warner's. (In Good housekeeping, May 1964, p.24-25) Appl. author: Doyle Dane Bernbach, Inc. © 30Apr64; KK180253.
 Warner Stretchbras have more moving parts than any other bra; bandeau. (In Women's day, Apr. 1964, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 28Feb64; KK179300.
- WARNER BROS. PICTURES, INC. ©
 Bugs Bunny, jr. jigsaw puzzle; no.4611; 100 pieces. On wrapper. © 22Jan64 (in notice: 1963); KK179023.
- WARNER-LAMBERT PRODUCTS DIVISION. ©
 Don't guess about your breath, gargle Listerine and be sure. (In Ebony, June 1962, p.3) © 1Jun62; KK180292.
 Don't guess about your breath, gargle Listerine and be sure. (In Life, July 20, 1962, p.24) © 20Jul62; KK180481.
- WATTS (ALFRED ALLEN) CO., INC. ©
 1964 Catalog of stock business forms; Watts business forms. 31 p. © 15Feb64; KK181320.
- WAXMAN, PHILIP H. See PH PHARMA-CEUTICALS.
- WEAVER (W. R.) CO. ©
 All new V 22 Weaver-Scope; for all kinds of hunting and shooting at long or short ranges. (In True West, July-Aug. 1964, p.55) Appl. author: Thomas S. Duff. © 20Jun64; KK181284.
 For more .22 shooting fun, get a model B4 Weaver-Scope. (In Boys' life, June 1964, p.8) Appl. author: Thomas S. Duff. © 25May64; KK181283.
 For precision accuracy at long ranges, Weaver Scopes, improved model K6, models K8 and K10. (In Guns magazine, Feb. 1964, p.47) Appl. author: Thomas S. Duff. © 1Jan64; KK178383.
 Make hard shots look easy, set your sights on a model B Weaver-Scope. (In The Farm quarterly, spring 1964, p.106) Appl. author: Thomas S. Duff. © 6Feb64; KK178936.
 Make tough shots, easy shots, set your sights on a model B4 Weaver-Scope. (In Field and stream, Apr. 1964, p.137) Appl. author: Thomas S. Duff. © 24Mar64; KK179390.
 Weaver-Scope model V8, 2 1/2x to 8x variable for true versatility. (In Field and stream, Mar. 1964, p.117) Appl. author: Thomas S. Duff. © 24Feb64; KK178937.
 With iron sights, with a 4-power K4, a model K4 Weaver Scope. (In Fur-fish-game, May 1964, p.39) Appl. author: Thomas S. Duff. © 20Apr64; KK180468.
 You'll see better, shoot better with a model K3 or K4 Weaver-Scope. (In Field & stream, June 1964, p.102) Appl. author: Thomas S. Duff. © 24May64; KK180769.
- WEAVER MANUFACTURING DIVISION, DURA CORP. See DURA CORP. WEAVER MANUFACTURING DIVISION.
- WEBSTER'S UNIFIED, INC. ©
 Come woo me ... a Shakespearean entertainment. On box. (Unified audio classics) © 9Mar64; KK180418.
- WELCH GRAPE JUICE CO., INC. ©
 Volume, and without sacrificing profit margins. (In Progressive grocer, May 1962, p.96) © 7May62; KK181296.
- WELCH SCIENTIFIC CO. ©
 Chemistry teaching aids. 15 p. (Catalog no.460 21 A-7086) © 10Jan64; KK180966.
- WELLA CORP. ©
 Color in 5 minutes, where's the rub? Don't expect the usual flaws of color rinses with Wellatone. (In American hairdresser, May 1962, p.151) © 1May62; KK180051.
 Don't you wish you could give some customers a whole new head of hair? Sheet. © 1Jun62; KK181258.
- WELLCO RO-SEARCH INDUSTRIES, INC. ©
 Young cow-pokes love these Wellco Foamtread brand western slipper-boots. (In Parents' magazine, Sept. 1963, p.151) © 25Aug63; KK177762.
- WERNER (R. D.) CO., INC.
 Aluminum Comfort-Tred flat step extension ladder. Sheet. © Werner a.a.d.o. R. D. Werner Co., Inc.; 12Jan64 (in notice: 1963); KK180748.
 Aluminum extension ladder, full 16 inches wide. Sheet. © Werner a.a.d.o. R. D. Werner Co., Inc.; 12Jan64 (in notice: 1963); KK180744.
 Aluminum extension ladder, full 16 inches wide. Sheet. © Werner a.a.d.o. R. D. Werner Co., Inc.; 12Jan64 (in notice: 1963); KK180745.
 Aluminum stepladder. Sheet. © Werner a.a.d.o. R. D. Werner Co., Inc.; 12Jan64 (in notice: 1963); KK180747.
 This spring, reach the high-up and hard-to-get-at-places with ease on a quality Werner aluminum ladder. Sheet. © Werner a.a.d.o. R. D. Werner Co., Inc.; 12Jan64; KK180746.
- WESTON (DAVE) MANUFACTURING CO. ©
 New TV antenna invention gets sharp clear pictures; the new decorator pole antenna is a high powered outdoor antenna. Sheet. © 31Jan64; KK179113.
- WHAM-O MANUFACTURING CO. ©
 Giant monster bubbles. Sheet. © 15Jan64; KK179121.
 Giant monster bubbles. Sheet. © 11Feb64; KK179122.
- WHITE, P. DONALD. See CHESTNUT RECORDS.
- WHITMAN PUB. CO. ©
 Checker & chess set and Backgammon, contains all the playing pieces; no.4812. On wrapper. © 25Sep63; KK178456.
 Frame-it paint by number; eight 9"x11" pictures, eight paints with brush, decorator frame; no.4700. On wrapper. © 10Feb64 (in notice: 1963); KK179573.
 The money game of Junior executive, buy and sell, run big business; no.4722. On wrapper. © 10Jul63; KK178030.
 Pachisi, a game of India; no.4813. On wrapper. © 17Oct63; KK177964.
 Tiddly Winks for four players; no.4402. On wrapper. © 27Dec63; KK178459.
- WILLIAMS, EVERETT.
 Just can't deny, that flashing game fish Floreo Fly, featuring the ingenious Bucklon skirt; weight: 5/16 oz., hook size: 1/0. Card. © 21Jan64; KK178749.
 Old Bo-Bo's Boo-Boo Bug, it bugs them; hook: 1/0, weight: 5/16 oz. Card. © 21Jan64; KK178748.
- WILLIS, BARRY O. ©
 Yes, it's true, a complete medical program. Sheet. © 10Apr64; KK179857.
- WILNO KOSHER SAUSAGE CO. ©
 This kosher salami has the healthful, natural protein nourishment of lean beef. (In Los Angeles times, Sept. 11, 1963, p.12) © 11Sep63; KK178693.
- WILSON BROS. ENRO SHIRT CO. See ENRO SHIRT CO.
- WINDSOR RESEARCH PUBLICATIONS, INC. ©
 Nickelodeons; sounds of the roaring twenties. Sheet. © 17Jun64; KK181274.
- WINTHROP MARTIN, INC. ©
 Amazing discovery by U. S. naval scientist, now, convert wasted exhaust gas into a new source of fuel for your car. (In New York mirror, Oct. 6, 1963) © 6Oct63; KK179713.
- WOLFS MODERNIZING CENTER.
 Don't get wet, push the button; ain't it a pain to be caught in the rain with an old style garage door that you've got to lift or push open? (In The York dispatch, Aug. 22, 1962, p.8) Appl. author: Glenn C. Baublitz. © Wolfs Modernizing Center, a division of Wolf Supply Co.; 22Aug62; KK175692.
- WOLFSON, MARTY.
 What value do you place on their hearing? See CLARK (C. M.) CO.
- WOLVERINE SHOE & TANNING CORP. ©
 Do you worry about your children's feet, or are they already wearing Hush Puppies shoes? Breathe in! Brushed Pigskin. (In Parents' magazine, Mar. 1964, p.97) © 3Mar64; KK179175.
 Every 3 seconds another pair of Hush Puppies shoes is sold. (In Men's wear, Feb. 21, 1964, p.15) © 21Feb64; KK179192.
 For the man who has always harbored the desire to wear Hush Puppies shoes everywhere. (In Sports illustrated, Mar. 23, 1964, p.67) © 17Mar64; KK179396.
 In the time it takes you to read this, another pair of Hush Puppies shoes will have been sold. (In Men's wear, Mar. 20, 1964, p.11) © 20Mar64; KK179397.

The new dating, dancing, do-everything shoes of Breathin' Brushed Pigskin; Hush Puppies. (In Glamour, Mar. 1964, p.46) © 20Feb64; KK179172.

We're making the sidewalks softer this year; Breathin' Brushed Pigskin Hush Puppies. (In This week magazine, Feb. 9, 1964, p.18) © 8Feb64; KK179176.

We're making the sidewalks softer this year; Hush Puppies. (In This week magazine, May 24, 1964, p.20) © 23May64; KK180831.

WOOD (J. R.) & SONS, INC. © Artcarved American Beauty Diamanten Garantie und Weltweite P.V.P. Registrierung. Sheet. © 1Apr64; KK180325.
Artcarved American Beauty diamond guarantee and world wide P.V.P. registration. Sheet. © 1Apr64; KK180326.

WORLD BESTOS CO.
40% longer mileage with World Bestos Met-L-Loy metallic brake blocks. [Endorsed by Western Milk Transport, Inc.] (In Commercial car journal, May 1962, p.76) © World Bestos Co., division of Firestone Tire & Rubber Co.; 1May62; KK180371.

WORLD WIDE PRODUCTIONS, INC. © Audiences like the show, sponsors like the traffic, stations love

the profits; Bingo. Folder. Appl. author: Ernest R. Conrad. © 31Oct63; KK178504.

WRISLEY.

Ah-h-h-h-luring; slip down to your ear lobes and breathe deeply; Magnetique. (In Mademoiselle, Oct. 1963, p.27) Appl. author: Foote, Cone & Belding. © Wrisley, a wholly owned company of Purex Corp., Ltd.; 29Sep63; KK178207.

For her private world of the bath; misty fresh French Lilac femin-essence includes lather rich French milled bath soap. (In Glamour, Dec. 1963, p.64) Appl. author: Foote, Cone & Belding. © Wrisley, a wholly owned company of Purex Corp., Ltd.; 20Nov63; KK179130.

Plant self, water freely, grow beautifully; blossom rich and full with the scent of Wrisley. (In Harper's bazaar, Oct. 1963, p.66) Appl. author: Foote, Cone & Belding. © Wrisley, a wholly owned company of Purex Corp., Ltd.; 1Oct63; KK178206.

Santa sweets, just a couple of lines with clues and cues about the things good little girls want most for Christmas; Magnetique gift set, matching set of spray mist cologne. (In Seventeen, Nov. 1963, p.92-93) Appl. author: Foote, Cone & Belding. © Wrisley, a wholly owned company of Purex Corp., Ltd.; 1Nov63; KK178205.

Y

YOGG & CO. ©

Anodized aluminum display case on single post with weighted base. Sheet. © 19May64; KK180585.

Black felt groove board, 20 x 15 inches, polished aluminum and chrome plated steel. Sheet. © 18May64; KK180584.

Help stamp out home cooking; here are several new designs ... lobby display posters. Sheet. © 19May64; KK180586.

YOUNG'S MARKET CO. ©

Young's sourdough brand breaded shrimp; net wt. 5 lbs. On wrapper. © 6Apr64; KK179674.

Z

ZIMMER MANUFACTURING CO. ©

You can re-epithelize 16 sq. inches of third degree burned area with only 2 1/2 sq. inches of donor skin, when you use a Meek-Wall Microdermatome. Sheet. © 20Nov63; KK178249.

You cut thin accurate skin flaps in one sweep when you use the Bonta Mastectomy Knife. Sheet. © 20Nov63; KK178250.

ZUCKERMAN, GEORGE. ©

Fugitives from the fair. Card. © 10Apr64; KK179888.

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A list of prints and labels for which renewal registrations were made during the period covered by this issue. Arrangement is alphabetical under the name of the claimant of renewal copyright. Information relating to both the original and the renewal registration is included in each entry.

BEAUCRAFT ACCIDENT-PROOF STAIR TREAD CO.
Bonded & insured safety treads.
© 1Jan36; Label 49149. Beaucraft
Accident-Proof Stair Tread Co.
(P); 2Jan64; R330892.

BERGMANN, HEIDI HANNAH PIERINGER.
Heidi dresses. © 7Apr36; Label
47696. Heidi Bergmann whose
maiden name was Heidi Hannah
Pieringer (P); 27Jan64; R330374.

BORDEN CO.
Butter. © 29Jun36; Label 48681.
Borden Co. (P); 20Mar64; R334252.
Eggs. © 19Sep36; Label 48715.
Borden Co. (P); 20Mar64; R334251.

BOWMAN (A. SMITH) DISTILLERY, INC.
Virginia Gentleman. © 13Nov36;
Label 48978. A. Smith Bowman
Distillery, Inc. (P); 4Jun64;
R339502.

BRAHAM LABORATORIES, INC.
Bralab Deodorex. © 3Sep36;
Label 49777. Braham Labora-
tories, Inc. (P); 16Mar64;
R333924.

CAMPBELL TAGGART ASSOCIATED BAKERIES,
INC.
Rainbo is good bread. © 4Nov36;
Label 48961. Campbell Taggart
Associated Bakeries, Inc. (P);
1Apr64; R335343.

CHAMPION PAPERS, INC. DAIRYPAK. See
DAIRYPAK.

CLAMP NAIL CO.
Miter joint fasteners. © 12Mar36;
Label 47683. Clamp Nail Co. (P);
7Jan64; R329672.

Miter joint fasteners, style V-V.
© 12Mar36; Label 47684. Clamp
Nail Co. (P); 7Jan64; R329673.

DAIRYPAK.
Territorial design no. 317A.
© 8Feb37; Label 50564. Dairy-
Pak, a division of Champion Papers,
Inc. (P); 20Feb64; R332627.
Territorial design no. 365.
© 30Nov36; Label 50565. Dairy-
Pak, a division of Champion Papers,
Inc. (P); 20Feb64; R332628.

DRACKETT CO.
Drain-King, for pipe opener.
© 19Jun36; Label 47968. Drackett
Co. (P); 15Jun64; R339455.
Windex. © 6Mar36; Label 47687.
Drackett Co. (P); 30Jan64;
R330639.
Windex. © 15Jun36; Label 47872.
Drackett Co. (P); 15Jun64;
R339456.
Windex spray. © 31Jan36; Label
47360. Drackett Co. (P); 30Jan64;
R330640.

FUJI TRADING CO.
Chow mein egg noodles. © 7Jun37;
Label 49691. Fuji Trading Co.
(P); 11Jun64; R339106.

G. S. PRODUCTS LABORATORY, INC.
Renewal. © 4Dec36; Label 49108.
G. S. Products Laboratory, Inc.
(P); 24Jun64; R339781.

GIUSTI BAKING CO.
Master loaf. © 10Nov36; Label 49898.
Giusti Baking Co. (P); 8Apr64;
R335024.

GREEN GIANT CO.
April Showers canned peas. © 11Jul36;
Label 47972. Green Giant Co. (P);
7Jan64; R329159.
Canned peas. © 1Jul36; Label 48002.
Green Giant Co. (P); 7Jan64;
R329156.
Del Maiz canned cream style corn.
© 30Sep36; Label 48668. Green
Giant Co. (P); 7Jan64; R329158.
Niblet-ears canned corn on the cob.
© 14Oct36; Label 48669. Green
Giant Co. (P); 7Jan64; R329160.

Niblets canned corn. © 4Sep36;
Label 48667. Green Giant Co. (P);
7Jan64; R329157.

North Maid cream style golden corn,
by Ward Patton. © 1Sep36; KK9189.
Green Giant Co. (PWH); 9Mar63;
R332800.

North Maid very young sweet peas,
by Ward Patton. © 1Jul36; KK9157.
Green Giant Co. (PWH); 9Mar64;
R332801.

HALL (MARTIN L.) CO.
Harvard Club. © 11Jan37; Label 48992.
Martin L. Hall Co. (P); 16Mar64;
R333923.
Old Boston. © 29Dec36; Label 49032.
Martin L. Hall Co. (P); 16Mar64;
R333922.

HAMMETT (J. L.) CO.
Velvet paste. © 14Aug36; Label 50883.
J. L. Hammett Co. (P); 16Jun64;
R339474.

HARDIN'S BAKERY, INC.
Mell-O-Bake bread. © 3May37;
Label 49698. Hardin's Bakery,
Inc. (P); 5May64; R337203.

KILLIAN CO.
Glenhaven men's clothing. © 22May36;
Print 15860. Killian Co. (P);
18May64; R337920.

LIPTON (THOMAS J.) INC.
Orange pekoe & pekoe. Yellow & red.
© 1Dec36; Label 50690. Thomas J.
Lipton, Inc. (P); 29Jan64; R330596.

OLIVO CO.
Olivo. © 25Mar37; Label 49919.
Olivo Co. (P); 18May64; R337921.

PATTON, WARD.
North Maid cream style golden corn.
See GREEN GIANT CO.
North Maid very young sweet peas.
See GREEN GIANT CO.

COMMERCIAL PRINTS AND LABELS

PETERS AUTO BODY & SPRING WORKS, INC.
If its a spring, give us a ring.
© 22May36; Print 15781. Peters
Auto Body & Spring Works, Inc.
(P); 7May64; R337226.

PLATT & MUNK CO., INC.
Stick 'em library no.130. © 16Jun36;
K30590. Platt & Munk Co., Inc.
(PWH); 26Feb64; R332850.

POPHITT CEREALS, INC.
Sunland toasted. © 1Mar36; Label
49322. Pophitt Cereals, Inc.
(P); 6Jan64; R329139.

RAGU PACKING CO., INC.
Ragu brand Italian style spaghetti
sauce with mushrooms. © 22Mar37;
Label 49375. Ragu Packing Co.,
Inc. (P); 24Mar64; R334312.

RIVER SMELTING & REFINING CO.
River R. S. brand. © 15Dec36;
Print 16134. River Smelting &
Refining Co. (P); 3Jan64; R329006.

RUBEL BAKING CO.
The freshest thing in town.
© 4Mar36; Print 15998. Rubel
Baking Co. (P); 2Mar64; R332912.

SANTA PAULA ORANGE ASSN.
Stalwart. © 5Dec36; Label 49216.
Santa Paula Orange Assn. (P);
16Mar64; R333925.

SCHOENLING BREWING CO.
Beer. © 11Jun36; Label 49018.
Schoenling Brewing Co. (P);
28Feb64; R332887.

SLACK FURNITURE CO.
Jolly Irishman's furniture.
© 10Dec36; Print 16284. Slack
Furniture Co. (P); 27Mar64;
R334337.

SNOW CREST FINER FOODS, INC.
Beats All punch-ade. © 15Apr36;
Label 48072. Snow Crest Finer
Foods, Inc. (P); 13Apr64; R335824.

STRAUS KNITTING MILLS, INC.
Spin-knit. © 28Jun37; Label 49934.
Straus Knitting Mills, Inc. (P);
29Jun64; R340165.

SUN-MAID RAISIN GROWERS OF CALIFORNIA.
Raisins. © 5Jun36; Label 48073.
Sun-Maid Raisin Growers of Cali-
fornia (P); 19Feb64; R332438.

THOM BROS.
Chuck Wagon brand. © 28Jul36;
Label 50008. Thom Bros. (P);
18Jun64; R339548.

ULRICI MEDICINE CO., INC.
Doradilla. © 27Mar36; Label 47701.
Ulrici Medicine Co., Inc. (P);
17Jan64; R329881.

Catalog of Copyright Entries: *Third Series*

Volume 18, Part 11B, Number 2

Commercial Prints and Labels

July–December
1964



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WASHINGTON : 1965

Catalog of Copyright Entries

. *Third Series*

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WASHINGTON : 1965

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The *Catalog* is subdivided into parts corresponding to the classes of material listed in section 5 of Title 17 of the *United States Code*. The table at the end of this preface shows the organization of the *Catalog*, the symbols used with the registration numbers to identify the classes, and the prices of the semiannual issues.

The record of each copyright registration listed in the *Catalog* includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant as given in the application for registration, the copyright date, the copyright registration number, etc.).

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EP	Musical compositions published in the United States or the author of which is a citizen or domiciliary of the United States		LU	Unpublished motion-picture photoplays	
EU	Unpublished music		MP	Published motion pictures other than photoplays	
R	Renewal registrations		MU	Unpublished motion pictures other than photoplays	
			R	Renewal registrations	

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Introduction

PART 11B lists domestic and foreign prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in class K under the symbol KK. Works for which subsisting copyright has been renewed are listed separately in the Renewal Registrations section.

Arrangement is alphabetical under the name of the copyright claimant. Each work is described in a main entry which includes information pertinent to the copyright claim. References lead from the names of joint claimants and authors and from variant forms of names. The copyright symbol © following the name under which the entry is listed signifies that the form of name used is that appearing on the application as claimant. The name is not repeated following the copyright symbol © in the entry proper unless it is necessary to record additional information from the application not included in the heading; e.g.:

FARRELL, JAMES EDWARD. ©

Bowl a word, a fascinating word game. © 20Sep64; KK183000.

FRANKONIA PRODUCTS, INC.

Rambler Classic stationwagon. (License-plated model cars). © Frankonia, a.a.d.o. Frankonia Products, Inc. 8Nov64; KK184000.

Each main entry for currently registered works includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

- 1) Title, amplified if necessary by a brief description of the pictorial content of the work, and followed by any variant title.
- 2) Names of contributors to the work.
- 3) Physical description, consisting of the number of pages or other terms descriptive of the work.
- 4) Series statement.
- 5) Special descriptive data, limited to registrations which appeared in a newspaper or periodical giving the name and issue date of the publication, the number of the page on which the item will be found, and the place of publication, if published abroad.
- 6) Names of authors given in the application which do not appear elsewhere in the entry.
- 7) Name of the employer in the case of a work made for hire, if so named in the application.
- 8) Information contained in the application which relates to the registration of an earlier version of the work.

- 9) Brief statement of the new matter on which copyright is claimed, preceded by the abbreviation NM, if this information is given in the application and is not indicated elsewhere in the entry.
- 10) Copyright symbol ©.
- 11) Name of the copyright claimant when it is necessary to record information given in the application which is not included in the heading.
- 12) Date of publication as given in the application.
- 13) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application are given first, followed by the phrase "in notice" and the data given in

the work; e.g., © Richard Roe & Co.; 8Oct64 (in notice: 1963); KK182899.

For renewal registration, the main entry includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable.

- 1) Title.
- 2) Copyright symbol.
- 3) Date of original copyright.
- 4) Original registration number.
- 5) Name of the renewal claimant followed by a statement in parentheses, usually abbreviated, giving the basis of the renewal claim as supplied by the applicant, e.g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co. as proprietor.
- 6) Date of receipt of the renewal application or the fee, whichever is later.
- 7) Renewal registration number.

Abbreviations and Symbols

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings. Definitions are not given for abbreviations in common use.

a.a.d.o.	accepted alternative designation of
a.k.a.	also known as
appl.	application
©	copyright symbol
d.b.a.	doing business as
NM	new matter

p.	page, pages
(P)	proprietor of a commercial print or label
pseud.	pseudonym
pub.	published, publishing
(R)	renewal registration
rev.	revised
t.a.	trading as
v., vol., vols.	volume, volumes

Registrations July - December 1964

Commercial prints and labels published in the United States-----	3, 500
Commercial prints and labels published abroad-----	0
Total-----	3, 500
Renewals-----	109

These figures represent the number of registrations for commercial prints and labels for July-December 1964, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

COMMERCIAL PRINTS AND LABELS

CURRENT REGISTRATIONS

A list of prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, registered during the period covered by this issue. Arrangement is alphabetical under the name of the copyright claimant. References from the names of joint claimants and authors and from variant forms of names are interfiled.

A

A. J. INDUSTRIES, INC. REYNOLDS MANUFACTURING CO. See REYNOLDS MANUFACTURING CO.

ABBOTT LABORATORIES. ©

Vi-Daylin national heritage map. (Vi-Daylin natural history and national heritage map) Sheet. © 1Aug64; KK184695.

ACME MAINTENANCE SUPPLY.

3-D, three dimensional sealer & finish. Sticker. © W. A. Lovins d.b.a. Acme Maintenance Supply; 25Sep64; KK183257.

ACOUSTICA ASSOCIATES, INC. ©

Aerospace fluid control systems for cryogenic liquids, petroleum products, chemicals. Folder. © 17Apr64; KK184696.

Anniversary series, ultrasonic cleaning systems. Folder. (New product release NPR-101) © 4Mar64; KK184701.

The elegant lamps are superb high fidelity loudspeakers. Folder. © 30Oct64; KK184702.

The engineering know-how that Acoustica puts into the Apollo also goes into the Omnisonic 360° sound lamp-speakers. (In Audio times, Nov. 15, 1964, p.9) © 16Nov64; KK184806.

Features and specifications, 360° sound omnisonic lamp speakers by Acoustica. Sheet. © 30Sep64; KK184697.

Installation and operating instructions for all table models, omnisonic 360° sound lamp speakers. Folder. © 20Nov64; KK184699.

New solid state omnisonic 500 FM-AM-FM-sterio receiver. Sheet. © 30Sep64; KK184698.

Standard filtration elements. Folder. © 17Jul64; KK184700.

This decorator lamp is a high fidelity loudspeaker! (In Los Angeles times home magazine, Dec. 13, 1964, p.72) © 12Dec64; KK184813.

ACOUSTICAL PRODUCTS CORP. ©

Air-vent silencers; soun-cheek, pack-aged quality, standardized modules, corroborated performance. Folder. (Bulletin no. 300) Appl. author: Charles N. Rink. © 3Jul64; KK181755.

Soun-Chek tubular silencers; packaged quality, corroborated performance, standardized modules. Folder. (Bulletin no. 200) Appl. author: Charles N. Rink. © 23Jul64; KK181783.

AID-ADAY CO., INC. ©

Referral card for your friends, a free desk calendar just like this one. © 27Aug64; KK183119.

ADAMS EXTRACT CO., INC. ©

Red Velvet, the cake of a wife time. Sticker. © 13Oct64; KK184105.

AARDVARK ENTERPRISES.

Suzanna. See MISSIONARY SISTERS OF OUR LADY OF AFRICA.

AEROQUIP CORP. ©

Distributor identification decals. Sheet. (Bulletin 782) © 30Jul64; KK183823.

AEROSOL CORP. OF AMERICA.

Crazy Foam, the toy that cleans; net wt. 6 1/2 oz. Sailor. On can. © Aerosol Corp. of America, a subsidiary of Shulton, Inc.; 30Oct64; KK184391.

Crazy Foam, the toy that cleans; net wt. 6 1/2 oz. Santa Claus. On can. © Aerosol Corp. of America, subsidiary of Shulton, Inc.; 1Oct64; KK184194.

AIDCO. ©

Kachina doll kit; kit instructions. Sheet. Appl. author: Henry A. Miller. Appl. states prev. reg. KK179816. NM: condensation of text. © 30Jul64; KK181925.

Wawarus, Runner Kachina doll. Card. Appl. author: Henry A. Miller. © 8Jul64; KK181560.

AIR DEVICES, INC. ©

Agitair type DQM; dependable, quick mixing, wall diffusers. 10 p. Appl. author: George J. Sweeney. © 1Sep64; KK183141.

AIRGUIDE INSTRUMENT CO. ©

Aimed right at your trade, new Air-guide Scat-Tach. (In Automotive chain store, May 1964, p.29) Appl. author: Frank C. Nahser, Inc. © 1May64; KK182468.

Christmas forecast, warm welcome; new weather instrument gift ideas. (In House beautiful, Nov. 1963, p.270) Appl. author: Frank C. Nahser, Inc. © 22Oct63; KK181487.

You can depend on the weather to sell Airguide style leader weather instruments. (In The Gift and decorative accessories buyers directory 1964-1964, p.259) Appl. author: Frank C. Nahser, Inc. © 3Aug64; KK183093.

ALABE CRAFTS, INC. ©

Brain-Ball Executive decision maker. On folding carton & sheet. © 8May64; KK181348.

Magic answering "8 Ball" fortune teller. On folding carton & sheet. © 4Jun64; KK181347.

ALAMO COFFEE CLUB. ©

You and your family and friends have a joyful treat in store; you'll delight your friends. Sheet. © 21Jun64; KK183287.

ALBEE HOMES, INC. ©

The Beach Haven. Sheet. © 30Jul64; KK183219.

The Blue Ridge. Sheet. © 30Jul64; KK183221.

The Buckeye. Sheet. © 30Jul64; KK183224.

The Mackinac. Sheet. © 30Jul64; KK183226.

The Pocono. Sheet. © 30Jul64; KK183223.

The Seneca. Sheet. © 30Jul64; KK183225.

The Sierra. Sheet. © 30Jul64; KK183220.

The Skyliner. Sheet. © 30Jul64; KK183222.

Vacation homes, pre-cut, packaged, redi-to-erect. Folder. © 30Jul64; KK183227.

ALBERTO-CULVER CO. ©

Free, your first package of New Dawn hair color. (In Reader's digest, Oct. 1964) © 29Sep64; KK183991.

ALCONOX, INC. ©

The complete detergent Liqui-Nox for critical cleaning; 4 fl. oz. Sticker. © 90Oct64; KK183279.

The complete detergent Liqui-Nox for critical cleaning; 32 fl. oz. net., 5/6 Imperial quart. Sticker. © 90Oct64; KK183278.

Introducing to users of liquid detergents, Liqui-Nox. Folder. © 90Oct64; KK183755.

ALDENS, INC. ©

Alden invites you to a free 30 day fashion fling featuring the Chanel look. Sheet. © 28Aug64; KK184185.

We both love these 2 and 3 piece outfits, so perfect for dress-up or for back-to-school. Sheet. © 28Aug64; KK184186.

ALL-STAR GOALS. ©

Your greatest buy in basketball goals. Sheet. © 14Nov64; KK184122.

ALLEGHANY PHARMACAL CORP. ©

91% lose weight in clinical tests; Hungrex. (In The Tampa times, June 15, 1964, p.19) © 15Jun64; KK182361.

Such a pleasant way to help you lose weight; Hungrex. (In The Fayetteville observer, June 29, 1964, p.12A) © 29Jun64; KK182362.

ALLEN ORGAN CO. ©

Allen tone lasts long after the novelty of owning an organ has worn off. (In House & garden, Sept. 1964, p.11) Appl. author: N. W. Ayer & Son, Inc. © 20Aug64; KK183319.

The Allen was a revelation. (In The American organist, Aug. 1964, p.4 of cover) Appl. author: N. W. Ayer & Son, Inc. © 3Aug64; KK182463.

Don't be stopped by stops! The number of stops means little in an electronic organ. (In The American organist, July 1964, p.4 of cover) Appl. author: N. W. Ayer & Son, Inc. © 1Jul64; KK182369.

Grow along with Allen. (In The Music trades, Sept. 1964, p.14) Appl. author: N. W. Ayer & Son, Inc. © 15Sep64; KK183428.

What on earth makes an electronic organ tone produced like this sound better than a tone produced like this. (In The American organist, Oct. 1964, p.22-23) Appl. author: N. W. Ayer & Son, Inc. © 10Oct64; KK183427.

What on earth makes an electronic organ tone produced like this sound better than a tone produced like this? (In The American organist, Dec. 1964, p.12-13) Appl. author: N. W. Ayer & Son, Inc. © 1Dec64; KK184817.

Wisely, you buy an Allen for its tone. (In House & garden, Oct. 1964, p.49) Appl. author: N. W. Ayer & Son, Inc. © 20Sep64; KK183123.

ALLEN ORGAN CO. COMPONENTS DIVISION. ©

A new concept in variable coil design; Allen adjustable toroidal inductors. (In Electrical design news, Sept. 1964, p.2 of insert) Appl. author: N. W. Ayer & Son, Inc. © 5Sep64; KK183601.

ALLIED THERMAL CORP. ©

Silentflo baseboard heating panels; model L, high capacity, low height. 1 v. (Cat. 330) © 29Apr64; KK181681.

ALPHA RECORDS.

Alpha records. Sticker. © Mrs. P. Donald White t.a. Alpha Records; 17Jun64; KK182638.

ALTEC LANSING CORP. ©

How an arena of moderate size shares the benefits of Altec with the largest arenas in the land. (In Consulting engineer, Aug. 1962, p.124) © 1Aug62; KK182108.

ALTNOW, GEORGE GUSTAV.

Pacific Wire-Grams. See PACIFIC WIRE WORKS CO.

AMERICAN APEX CORP. ©

Replace your older pool filtering equipment with Posi-Flo. (In Los Angeles times home magazine, Sept. 20, 1964, p.74) Appl. author: Henry Gerstenkorn. © 20Sep64; KK183819.

AMERICAN BAKERIES CO. ©

Now the Cook Book giant comes to Amarillo, 6 extra slices at no extra cost. (In Amarillo globe-times, July 8, 1964, p.11) Appl. author: J. Walter Thompson Co. © 8Jul64; KK182320.

Now the Merita giant comes to Birmingham; less than a penny a slice. (In Birmingham post-herald, May 14, 1964) Appl. author: J. Walter Thompson Co. © 14May64; KK181409.

Now the Taystee giant comes to Columbus, less than a penny a slice. (In Columbus evening dispatch, July 15, 1964, p.134) Appl. author: J. Walter Thompson Co. © 15Jul64; KK182321.

A slice of news; only one slice of Taystee bread has as much protein as a strip of bacon. (In The Hibbing daily tribune, Oct. 1, 1964, p.5) Appl. author: J. Walter Thompson Co. © 10Oct64; KK183238.

AMERICAN BANK STATIONERY CO. ©

New, custom personalized checks, prestige, convenience, protection. Card. © 3Apr64; KK181871.

AMERICAN BIRD FOOD MANUFACTURING CO.

American 3 Vees parrot food; net wt. 12 oz. avoird. On folding carton. © American Bird Food Manufacturing Co., a division of American Shell Products, Inc.; 2Sep64; KK183515.

AMERICAN BODY & EQUIPMENT CO. ©

Here are the cold facts about Cold-Tainer. Folder. © 22Aug64; KK182741.

Introducing Carry-Van. Folder. © 1Jul64; KK181552.

AMERICAN BRAKE SHOE CO. AMERICAN BRAKE-BLOK DIVISION. ©

Procedure for checkout of air brake systems. Folder. NM: changes & additions. © 24Aug64; KK183195.

AMERICAN BUSINESS MACHINES, INC. ©

To office machine user. Card. Appl. author: Janet T. McGarl. © 20Jul64; KK182444.

AMERICAN CAN CO. DIXIE CUP DIVISION. ©

How do you wash a Dixie Cup? The point is, you don't. (In Reader's digest, Sept. 1964, p.253) Appl. author: Hicks & Greist, Inc. © 25Aug64; KK182535.

Rattan design; 1 pt. liq. On cup. © 28May64; KK181346.

Seasons greetings; 8 fl. oz. On cup. © 11Dec64; KK184767.

What lets you get away from dirty glasses that spread colds, broken glasses that cut fingers, and lets thirsty kids help themselves? (In

Reader's digest, Aug. 1964, p.167) Appl. author: Hicks & Greist, Inc. © 29Jul64; KK181829.

AMERICAN CAN CO. MARATHON. See MARATHON, A DIVISION OF AMERICAN CAN CO.

AMERICAN CAN CO. MARATHON DIVISION. NORTHERN PRODUCTS DIVISION. See NORTHERN PRODUCTS DIVISION.

AMERICAN HONDA MOTOR CO., INC. ©

You meet the nicest people on a Honda. [Couple on motorcycles, & plane] (In Life, Aug. 14, 1964, p.45) Appl. author: Grey Advertising, Inc. © 10Aug64; KK183104.

You meet the nicest people on a Honda. [Man & women with little girl riding motorcycles on yacht dock] (In Life, June 26, 1964, p.88) Appl. author: Grey Advertising, Inc. © 22Jun64; KK183169.

AMERICAN MERCURY INSURANCE CO. ©

Mercury seven safe pilot protection; American Mercury introduces a totally new concept in aviation insurance. (In The Pilot, Aug. 1964, insert) © 3Aug64; KK181906.

AMERICAN METAL CLIMAX, INC. KAWNEER CO. See KAWNEER CO.

AMERICAN MUTUAL LIABILITY INSURANCE CO. ©

American Mutual men help us save 43¢ on every workmen's compensation dollar. [Endorsed by Frederick B. Curtienius] (In Business week, Sept. 12, 1964, p.37) © 11Sep64; KK182973.

Fast rise for high-rise in Philadelphia. [Endorsed by A. S. Conn. (In Engineering news-record, Aug. 27, 1964, p.44-45) © 25Aug64; KK182974.

Group health problem? American Mutual certainly helped lick ours. [Endorsed by Walter S. Corson] (In Business week, Dec. 5, 1964, p.35) © 4Dec64; KK184804.

How American Mutual's teams of experts help leading corporations hold workmen's compensation insurance costs 18% to 58% below industry average. (In Business week, Oct. 24, 1964, p.8-9) NM: additions & revisions. © 23Oct64; KK184269.

How American Mutual's teams of experts help leading corporations hold workmen's compensation insurance costs 18% to 58% below industry average. (In The Wall Street journal, midwest ed., Sept. 14, 1964, p.14-15) © 14Sep64; KK182972.

How American Mutual's teams of experts help leading corporations hold workmen's compensation insurance costs 26% to 58% below industry average. (In Business week, Sept. 26, 1964, p.78-79) © 25Sep64; KK183995.

In five years we cut workmen's compensation costs 61%. (In Business week, July 18, 1964, p.33) © 17Jul64; KK181825.

Ingenuity helped us cut workmen's compensation costs 32%. (In Business week, Aug. 15, 1964, p.33) © 14Aug64; KK182307.

It took a form of genius to help us cut workmen's compensation costs 58% below industry average. (In Electronics, Oct. 5, 1964, p.50) © 5Oct64; KK183994.

New techniques learned at Yale. (In Engineering news-record, June 11, 1964, p.52-53) © 9Jun64; KK181715.

- That extra effort helped us cut workmen's compensation costs 35%. [Endorsed by George J. Hinkley] (In Business week, Nov. 7, 1964, p.43) © 6Nov64; KK184714.
- These AM experts helped us cut workmen's compensation costs 49 percent. (In Business week, June 20, 1964, p.33) © 19Jun64; KK181716.
- This AM team helped us cut workmen's compensation costs 43 percent, says H. D. Winship of Georgia Highway Express. (In Business week, May 23, 1964, p.33) © 22May64; KK181717.
- Why hard-fact construction companies rely on hard hat American Mutual teams to help keep big jobs humming. (In Engineering news-record, Nov. 26, 1964, p.40-41) © 24Nov64; KK184805.
- AMERICAN OIL CO. ©
Credit card 450 123 45b 0 turned a long drive into an easy day. (In Life, Oct. 30, 1964, p.R1-R2) © 28Oct64; KK183969.
- Six ways to save in '64. (In Western farm life, Jan. 1964, p.16-17) © 15Dec63 (in notice: 1964); KK181153.
- Sleepy little boys can be a joy and a worry, too. (In Life, June 19, 1964, p.13-14) © 17Jun64; KK181904.
- We built a better one; we mean the American Final/Filter. (In The Detroit news, Apr. 20, 1964, p.16A) © 20Apr64; KK182194.
- What to do when you lose a friend like Theodore. (In Life, July 17, 1964, p.17-18) © 15Jul64; KK181903.
- A wonderful thing happened to us on our vacation. (In Life, Aug. 28, 1964, p.56-57) © 26Aug64; KK182860.
- AMERICAN PUB. CORP. ©
Ski Gammon, the skiers' game. On wrapper. NM: additions. © 22Apr63; KK181504.
- AMERICAN SAINT GOBAIN. ©
ASG glass transmits light, or shuts it out. Sheet. © 26Jun64; KK181834.
- ASG's Huewhite, versatile glass for business interiors. Sheet. © 26Jun64; KK181833.
- ASG's Temedge glass is tough on the edges. Sheet. © 22Oct64; KK184650.
- Add practical new beauty to every room in your home with mirrors. Sheet. © 31Aug64; KK182727.
- All U. S. producers of flat glass use raw materials like these ... but only one ASG makes the full line of flat glass. Sheet. (Ad no.31) © 6Mar64; KK181351.
- At ASG, we make glass thinner than a dime, thicker than a dollar. Sheet. © 31Aug64; KK182728.
- The building team for Hammond's new residence hall specified one source for glass. Sheet. © 17Nov64; KK184648.
- Can the versatility of flat glass help solve your next design problem? Sheet. © 13Aug64; KK183432.
- Can the versatility of flat glass help solve your next design problem? Look what glass by ASG can do. Folder. © 23Oct64; KK184247.
- Glass by ASG; handsome aid to office design. Sheet. © 30Apr64; KK181641.
- Glass changes the architecture of worship. Sheet. © 20Oct64; KK183433.
- Glass creates an environment for recovery. Sheet. © 20Oct64; KK183434.
- Glass increases office efficiency; a office is to work in. Sheet. © 30Apr64; KK181642.
- Glass that shapes color and shares light; ASG's Beadex. Sheet. © 6Mar64; KK182376.
- Nuweld skylights brighten an enclosed laboratory. Sheet. © 31Aug64; KK182726.
- Radiant welcome to a modern office; ASG's Beadex. Sheet. © 30Jul64; KK181932.
- Starlux creates visual drama in a rustic record house. Folder. © 30Apr64; KK181643.
- Starlux, for the clarity only plate glass can achieve. (In Architectural forum, Mar. 1964, p.3 of cover) © 28Feb64; KK182377.
- Starlux twin-ground polished plate glass; for the three qualities only the finest plate glass offers superior transparency. Folder. © 31Aug64; KK182729.
- This remarkable glass is ASG's Ra-Grid; it can heat a home, warm your coffee, even hatch chicks. Sheet. (Ad no.42) © 6Mar64; KK181350.
- Three reasons why ASG's Beadex belongs in your next office design. Sheet. © 20Oct64; KK183435.
- U. S. producers make flat glass in many ways. Sheet. © 16Oct64; KK184649.
- U. S. producers make flat glass in many ways; only one ASG makes the full line of flat glass. (In Fortune, May 1964, p.36-37) © 28Apr64; KK181644.
- U. S. producers make flat glass in many ways; only one ASG makes the full line of flat glass: plate, sheet and patterned. Sheet. © 31Aug64; KK182725.
- Why architect Kornblath, AIA, and owner-builder Landow agreed on one source for glass. Sheet. © 30Apr64; KK181640.
- Why architect Walters, supervisor Harrington and builder Henslee agreed on one source for glass in Roswell's giant new shopping center. Sheet. © 31Aug64; KK182730.
- AMERICAN SAVINGS & ACCOUNTING SUPPLY, INC. ©
Catalog of Accounting Division forms, methods, equipment. 95 p. Appl. author: Charles H. Borsom. © 1Jul64; KK182900.
- AMERICAN SEATING CO. ©
Foldable, movable, storable chairs. Sheet. Appl. author: George Postmus - A. F. Johnson Co. © 29Jun64; KK181799.
- AMERICAN SHELL PRODUCTS, INC. AMERICAN BIRD FOOD MANUFACTURING CO. See AMERICAN BIRD FOOD MANUFACTURING CO.
- AMERICAN STERILIZER CO. ©
All new Amsco Can O Gas, portable gas sterilizer. Sheet. Appl. author: Gordon S. Altman. © 21Aug64; KK182689.
- Amsco supplemental feeding unit. Sheet. (Temporary MC-543) Appl. author: Gordon S. Altman. © 18Dec64; KK184795.
- Another Amsco first; the dualmatic deionizer. Sheet. Appl. author: Gordon S. Altman. © 25May64; KK181392.
- Freedom in planning patient room storage and lavatory facilities need not increase costs. Sheet. (Amsco architects' and consultants' bulletin, v.1, no.3) Appl. author: Gordon S. Altman. © 30Jun64; KK181452.
- New from Amsco, the 1845 lateral cassette holder; fast, positive positioning for all lateral radiography. Sheet. Appl. author: Gordon S. Altman. © 27Aug64; KK182688.
- New, low cost Amsco germfree isolator; fully equipped, ready-to-use isolator at a price anyone can afford. Sheet. Appl. author: Gordon S. Altman. © 15Jul64; KK182367.
- Washer-sanitizer permits fast, economical processing of patient utensils for hospitals and nursing homes. Sheet. (Amsco architects' and consultants' bulletin, v.1, no.2) Appl. author: Gordon S. Altman. © 27May64; KK181393.
- AMERICAN TOBACCO CO. ©
Air vents in the filter; Carlton. (In Arizona medicine, Nov. 1964, p.813) Appl. author: Gardner Advertising Co., Inc. © 1Nov64; KK184410.
- All I said was, show me just one filter that won't take away the taste and I'll eat my hat; Lucky Strike filters. (In The Wichita eagle, Sept. 22, 1964, p.8C) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Sep64; KK183184.
- All I said was, show me just one filter that won't take away the taste and I'll eat my hat; new Lucky Strike filters. (In The Commercial appeal, Memphis, Oct. 21, 1964, p.7) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Oct64; KK183532.
- All I said was, show me just one filter that won't take away the taste and I'll eat my hat; so they showed me new Lucky Strike filters. (Show me just one cigarette) [Cowboy hat] (In Daily mountain eagle, Jasper, Ala., Nov. 2, 1964, p.8-A) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Nov64; KK184596.
- The American Tobacco Company announces a change in its vending machine arrangement. (In Vending times, June 1964, p.2) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Jun64; KK181873.
- The American Tobacco Company announces a change in its vending machine arrangement. (In Vending times Sept. 1964, p.21) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: additions & revisions. © 15Sep64; KK183182.
- The American Tobacco Company introduces new Roi-Tan filter-tip little cigars. (In Los Angeles times, May 18, 1964, pt.3, p.3) Appl. author: Gardner Advertising Co., Inc. © 18May64; KK183054.
- The American Tobacco Company introduces new Roi-Tan filter-tip little cigars. (In Time, June 5, 1964, p.67) Appl. author: Gardner Advertising Co., Inc. © 5Jun64; KK181757.
- Antonio y Cleopatra, the cigar that flipped its lid. (In The New Yorker, June 20, 1964, p.77) Appl. author: Gardner Advertising Co., Inc. © 20Jun64; KK181759.
- Big meeting; Lucky Strike cigarettes. (In Newsweek, Aug. 24, 1964, p.25) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Aug64; KK184178.

AMERICAN TOBACCO CO.-Con.

Bullseye! Great taste was born the day they made this famous Lucky blend. (In Time, Nov. 6, 1964) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Nov64; KK184595.

Button, button, right on the button. Pall Mall famous cigarettes. (In Life, Aug. 7, 1964, p.48-49) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 3Aug64; KK182055.

First in cigarette research. (In 36th annual dinner dance program of Associated Greater Boston Tobacco Retailers, Inc., May 23, 1964) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23May64; KK183783.

I'm particular; friendly suggestion. (In San Antonio light, June 29, 1964, p.34) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 29Jun64; KK181574.

I'm particular, how about you? (In San Antonio light, June 22, 1964, p.36) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 22Jun64; KK181575.

I'm particular, millions are; Pall Mall; wherever particular people congregate. (In TV guide, July 18, 1964, p.3) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 15Jul64; KK181927.

I'm particular; Pall Mall famous cigarettes. Particularly welcome. (In Playboy, Dec. 1964, p.90) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 10Nov64; KK184118.

The long, hard road. (In Journal of forestry, Sept. 1964, p.695) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Sep64; KK184176.

Look again; this is Carlton, the unusual new cigarette. (News about an unusual new cigarette) (In The Billings gazette, Mar. 31, 1964, p.9) Appl. author: Gardner Advertising Co., Inc. © 31Mar64; KK181499.

Need help with all those cigarettes? Get details on map at the S.W.T.C.A. convention. (In Southern Wholesale Tobacco & Candy Association, souvenir convention program, June 1964, p.73) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Jun64; KK181872.

Quality of product is essential to continuing success. (In Tobacco Workers International Union, 13th convention program, Sept. 21-25, 1964, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21Sep64; KK183789.

Quality products of the American Tobacco Company. (In Retail Tobacco Dealers of Philadelphia 11th annual dinner dance program, Apr. 26, 1964) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Apr64; KK183782.

Quality products of the American Tobacco Company. (In Wisconsin Food & Tobacco Institute program, Oct. 29-30, 1964, p.13) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Oct64; KK183784.

See for yourself, new precision air vents now provide freer draw, fuller flavor. (In Western tobaccoist, June 1964, p.15) Appl. author: Gardner Advertising Co., Inc. © 1Jun64 (in notice: 1963); KK181756.

Show me just one filter that won't take away the taste and I'll eat my hat; new Lucky Strike filters. (In The Indianapolis star, Sept. 2,

1964, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Sep64; KK184177.

Test results on the pack; Carlton cigarettes. (In Newsweek, June 1, 1964, p.14) Appl. author: Gardner Advertising Co., Inc. NM: Revisions & additions. © 1Jun64; KK182191.

This is Carlton; this is the exciting new cigarette. (In The Retail tobaccoist, Apr. 1964, p.27) Appl. author: Gardner Advertising Co., Inc. © 1Apr64; KK181500.

Us Tareyton smokers would rather fight than switch. [Head of smug policeman] (In TV guide, July 11-17, 1964, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Jul64; KK183183.

Us Tareyton smokers would rather fight than switch. [Woman holding head] (In TV guide, Sept. 5, 1964, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Sep64; KK183785.

Us Tareyton smokers would rather fight than switch. [Woman resting chin on hand] (In Ebony, Aug. 1964, p.31) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Jul64; KK183788.

Us Tareyton smokers would rather fight than switch. [Woman with chin in hands] (In Playboy, Sept. 1964, p.76) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Aug64; KK183787.

Us Tareyton smokers would rather fight than switch, join the unswitchables. (In Life, Mar. 6, 1964, p.62) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Mar64; KK181874.

Us Tareyton smokers would rather fight than switch, join the unswitchables. (In Playboy, Nov. 1964, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Oct64; KK184594.

Us Tareyton smokers would rather fight than switch, join the unswitchables, get the filter that made activated charcoal famous. (In Life, May 15, 1964, p.47) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11May64; KK181875.

What do you do with one Antonio y Cleopatra; you let it remind you to buy more. (In Time, May 8, 1964, p.37) Appl. author: Gardner Advertising Co., Inc. © 8May64; KK181714.

What I said was, show me just one filter that won't take away the taste and I'll eat my hat; Lucky Strike filters. (In The Commercial appeal, Memphis, Sept. 30, 1964) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 30Sep64; KK183265.

What I said was: Show me just one filter that won't take away the taste and I'll eat my hat; new Lucky Strike filters. [Man smoking cigarette wearing hat with hole in brim] (In Oregonian, Portland, Oct. 7, 1964) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Oct64; KK183786.

When do you stop being different? Antonio y Cleopatra, the cigar that never lasts long enough. (In The New Yorker, May 30, 1964, p.111) Appl. author: Gardner Advertising Co., Inc. © 30May64; KK181758.

The word is light, the cigarette is Carlton. (In Time, Nov. 20, 1964, p.1A6) Appl. author: Gardner Advertising Co., Inc. © 20Nov64; KK184420.

AMERICANA CORP. ©

This Christmas, give your child success, give him The Americana. (In Holiday, Nov. 1962, p.11) © 10Nov62; KK184407.

AMETEK, INC. ©

Do you recognize top quality; lawn rakes. (In Hardware age, Sept. 3, 1964, p.299-300) NM: additions & revisions. © 3Sep64; KK183477.

ANCIENT AGE DISTILLING CO. ©

\$500.00 in prizes awarded each month; How to use a thermometer for a healthy catch. (In Sports afield, July 1964, p.3) Appl. author: Otto Kleppner. © 1Jul64; KK183273.

Great for selling, because it's great for giving; Ancient Age bourbon. (In Beverage retailer weekly, Nov. 2, 1964, p.16) Appl. author: Otto Kleppner. © 2Nov64; KK184610.

How a pocket handkerchief keeps a deer well dressed; sports idea contest. (In Sports afield, Oct. 1964, p.5) Appl. author: Otto Kleppner. © 1Oct64; KK183531.

How candy bait makes your fishing sweeter. (In Sports afield, May 1964, p.5) Appl. author: Otto Kleppner. © 1May64; KK181386.

How fish put the bite on Fido; sports idea contest. (In Sports afield, Aug. 1964, p.5) Appl. author: Otto Kleppner. © 1Aug64; KK182633.

How it brightens your day when a squirrel gets a shine. (In Sports afield, Apr. 1964, p.1) Appl. author: Otto Kleppner. © 1Apr64; KK181385.

How to come to grips with a fish. (In Sports afield, June 1964, p.11) Appl. author: Otto Kleppner. © 1Jun64; KK181730.

How to get a toe hold on a fishing problem; sports idea contest. (In Sports afield, Nov. 1964, p.5) Appl. author: Otto Kleppner. © 1Nov64; KK184328.

If you can find a better bourbon, buy it. [Man extending glass] (In Elks magazine, Nov. 1964, p.4 of cover) Appl. author: Otto Kleppner. © 1Nov64; KK184327.

If you can find a better bourbon, buy it; Ancient Age bourbon, 8 year old straight Kentucky bourbon. (In Cleveland Browns' football program, Oct. 4, 1964, p.47) Appl. author: Otto Kleppner. © 4Oct64; KK184609.

Like I said four years ago: If you can find a better bourbon buy it; Ancient Age bourbon. (In The Washington [D. C.] post, Oct. 9, 1964, p.A4) Appl. author: Otto Kleppner. © 9Oct64; KK183797.

Pour, mix, serve, ring-a-ding; Ancient Age bourbon. (In Tap & tavern, June 15, 1964, p.19) Appl. author: Otto Kleppner. © 15Jun64; KK181966.

Stop in at your favorite tavern tonight ... and enjoy fine bourbon ... Ancient Age. (In The Washington post, May 11, 1964, p.2) Appl. author: Otto Kleppner. © 11May64; KK181601.

Vote Ancient Age all the way for bigger bourbon profits. (In Liquor store, Oct. 1964, p.6-7) Appl. author: Otto Kleppner. © 1Oct64; KK183798.

ANDERSON, CLAYTON & CO. ©

Discover the first soft margarine free with refund coupon; new Chiffon. (In The Cincinnati post & times star, Sept. 2, 1964, p.86) Appl. author: Benton & Bowles, Inc. © 2Sep64; KK183113.

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Anco dealers' \$5.00 box-flap bonus bond. Sheet. © 31Jan64; KK181361.

Each of these requisitions fully and correctly filled in ... dealer gets \$5.00 box-flap bonus bond awards. Sheet. © 27Jan64; KK181358.

How to lock, in seconds, your Anco service kit to your new Anco combination stand and dead blade morgue. Sheet. © 26May64; KK181364.

Important, Mr. Anco dealer: Inside this envelope please find the following helpful papers. © 26May64; KK181368.

Mr. Dealer: tear off, fill in, sign, and mail attached dealer's application for full refund, from factory. Folder. (Form 04-0633) © 27Jan64 (in notice: 1963); KK181357.

Mr. Dealer: Tear off, fill in, sign, and mail attached dealer's certificate for new Anco sales promotional pack. Folder. © 26May64; KK181367.

New Anco combination stand and dead blade morgue; stock no. 1122. Sheet. © 26May64; KK181362.

New Anco combination stand and dead blade morgue for Anco pump island service kit; you'll want at once this new Anco combination. Sheet. © 21May64; KK181363.

New Anco pump island quick-fit wiper blade service kit; stock no. 1111. Folder. © 31Jan64 (in notice: 1963); KK181360.

One new Anco pump island quick-fit wiper blade service kit; stock no. 1111. Sticker. © 27Jan64 (in notice: 1963); KK181356.

Welcome to the family of Anco dealers now using Anco pump island quick-fit wiper blade service kits; stock no. 1111. Sheet. © 27Jan64; KK181359.

Welcome to the family of Anco dealers now using the Anco combination stand and dead blade morgue; stock no. 1122. Sheet. © 28May64; KK181365.

ANHEUSER BUSCH, INC. ©

Always a hit; Busch Bavarian beer. (In St. Louis Cardinals scorecard 1964, p.4 of cover) Appl. author: Gardner Advertising Co. © 1May64; KK182931.

Every drop tells you it's worth it, it's Budweiser. (In Cherry diamond, Nov. 1964, p.8) Appl. author: D'Arcy Advertising Co. © 1Nov64; KK184751.

Play it cool this summer; Busch Bavarian beer. (In St. Louis Cardinals scorecard 1964, p.4 of cover) Appl. author: Gardner Advertising Co. © 1May64; KK182932.

ANSON (ART) INC. ©

E-Z-C, the giant dial. Card. Appl. author: Arthur H. Anson; © 9Sep64; KK184810.

ANSPACH BROS. ©

Tensor, the light that's always on the beam. (In Suburban life, Nov. 1964, p.20) Appl. author: Eugene Anspach. © 6Nov64; KK184471.

ANTI-HYDRO WATERPROOFING CO. ©

A-H emery emerundum floor topping produces hard, non-slip, non-dusting, heavy duty concrete floors. Sheet. Appl. author: Mortimer W. Meyer. © 15May64; KK181954.

A-H emery emerundum non-slip concrete surface; NS1. Sheet. Appl. author: Mortimer W. Meyer. © 15May64; KK181957.

A-H emery emerundum shake-on floor hardener; A2. Sheet. Appl. author: Mortimer W. Meyer. © 15May64; KK181955.

A-H emery emerundum shake-on floor hardener; A2G. Sheet. Appl. author: Mortimer W. Meyer. © 15May64; KK181956.

Expanderete A-H metallic non-shrink grout. Folder. Appl. author: Mortimer W. Meyer. © 15May64; KK181958.

Expanderete A-H metallic non-shrink grout. Sheet. Appl. author: Mortimer W. Meyer. © 15May64; KK181959.

APEX DISTRIBUTING CO. ©

Chocolate semi-sweet bits; 18 oz. net wt. On wrapper. Appl. author: M. J. McMahon. © 5Oct64; KK183332.

AQUARIUMS, INC. ©

Gro-wel natural filtration system, complete with Filtrix disposable cartridge; cat. no. G160A, 6 x 10 inch for 2 and 2 1/2 gal. aquariums. On folding carton. © 2Dec63; KK182534.

ARCHWAY COOKIES, INC. ©

Little Archie. [Seven views of cartoon character dressed as baker] Sheet. Appl. author: George Navin. © 4Sep64; KK183308.

AR-EX PRODUCTS CO. ©

Are you using the right cosmetics? AR-EX hypo-allergenic cosmetics. Folder. Appl. author: J. B. Kahn. © 5Nov64; KK184030.

To justify the use of the word Hypo-allergenic; the scientific standards upon which AR-EX Hypo-allergenic cosmetics have been formulated. Folder. Appl. author: Julius B. Kahn. © 18Jun64; KK183597.

Why didn't somebody tell me about AR-EX? Hypo-allergenic cosmetics. (In Glamour, Nov. 1964, p.191) Appl. author: Milton G. Peterson Advertising. © 26Oct64; KK183627.

ARNOLD BAKERS, INC. ©

Doughnut pops; 24 plain; net weight 5 1/2 ozs. On folding carton. © 16Nov64; KK184462.

Enriched Arnold pecan date loaf; a new bread rich with dates and pecans. On Wrapper. Net Weight 1 lb. © 11Aug64; KK182740.

Orange raisin bread; net weight 1 lb. On wrapper. © 8Sep64; KK183105.

Snowflake rolls; net wt. 8 oz. On wrapper. © 10Jul64; KK182366.

ASBECK'S EGGS, INC. ©

One dozen space eggs, grade A large; rocket ship LX 1002. On folding carton. © 25Sep63; KK183479.

ASK PACKER, INC. ©

How to cut your laundry bill. 14 p. NM: revisions. © 14Aug64; KK182494.

ASSOCIATED MATCH COMPANIES, INC. ©

Show off your Christmas cards with Show-Offs, complete set only 39¢ for 25 cards. Card. NM: additions & revisions. © 1Sep64; KK183285.

Show off your Christmas cards with Show-Offs, only 69¢. Card. NM: additions & revisions. © 1Sep64; KK183284.

ATALANTA PRODUCTS CORP. ©

Genuine imported polish ham goes a long way to please. Polish ham pig. (In New York Journal American, Nov. 4, 1964, p.21) © 4Nov64; KK184134.

ATLAS SUPPLY CO. ©

Fifth mile free; a mileage bonus; the Atlas Plycron Tire marks a breakthrough in tire engineering. (In Life, June 5, 1964, p.128-129) Appl. author: McCann-Erickson, Inc. © 1Jun64; KK181427.

Fifth mile free; Atlas Plycron tire gives 25% more mileage. [Desert highway] (In Farm Journal, Sept. 1964, p.20-21) Appl. author: McCann-Erickson, Inc. © 14Aug64; KK182585.

Fifth mile free; Atlas Plycron tire gives 25% more mileage. (In Life, May 22, 1964, p.102-103) Appl. author: McCann-Erickson, Inc. © 18May64; KK181426.

Fifth mile free; Atlas Plycron tire gives 25% more mileage. [Winding parkway] (In Life, June 26, 1964, p.22-23) Appl. author: McCann-Erickson, Inc. © 22Jun64; KK182586.

Fifth mile free ... new tread rubber compound lengthens tire life. (In Life, Apr. 17, 1964, p.16-17) Appl. author: McCann-Erickson, Inc. © 13Apr64; KK181425.

Fifth mile free ... stretch your ideas of tire mileage. (In Look, May 19, 1964, p.2-3) Appl. author: McCann-Erickson, Inc. © 5May64; KK181424.

The protection you want, at the time you need it ... no-limit guarantee on Atlas tires. (In Life, July 10, 1964, p.2) Appl. author: McCann-Erikson, Inc. © 6Jul64; KK182587.

AUMAN'S, INC. ©

Mr. Chipper says, drink Chipper-Up. Sheet. Appl. author: Paul Ambrose O'Rourke. © 12Sep62; KK183124.

AURORA PLASTICS CORP. ©

Aero Commander; kit no.285-29. On wrapper. © 10Feb64 (in notice: 1963); KK183958.

American LaFrance 900 pumper, all plastic assembly kit; kit no.599-298. On wrapper. © 16Sep64; KK184641.

Beechcraft Super 18; kit no.284-29. On wrapper. © 10Feb64 (in notice: 1963); KK183959.

Cessna 310; kit no.283-29. On wrapper. © 10Feb64 (in notice: 1963); KK183961.

Customized Austin Healey; kit no.550-79. On wrapper. © 1May64; KK184640.

Piper Apache; kit no.280-29. On wrapper. © 10Feb64 (in notice: 1963); KK183960.

AUSTIN, NICHOLS & CO., INC. ©

As long as you're up get me a Grant's; Grant's Stand Fast blended Scotch whisky. (In The New Yorker, Sept. 26, 1964, p.66) © 24Sep64; KK183844.

As long as you're up get me a Grant's; scotch whisky. [Library scene with man seated in chair] (In Ebony, Nov. 1964, p.105) © 15Oct64; KK183892.

I'll have whatever you're having but make it Metaxa; liqueur. (In The New Yorker, Sept. 19, 1964, p.115) © 17Sep64; KK183240.

It can't be gay without cool Chauvenet Red Cap, France's great red sparkling wine. (In The New Yorker, July 25, 1964, p.80) © 25Jul64; KK181822.

AVERY ADHESIVE PRODUCTS, INC. ©

Rotex label maker; dials permanent self-adhesive labels instantly. On folding carton. Appl. author: Porter & Goodman Design Associates. © 13Aug64; KK182848.

AVIS, INC. ©

Avis is no. 1 in Poughkeepsie; and already we've had a few complaints. (In The New York times, June 8, 1964, p.19) Appl. author: Doyle Dane Bernbach, Inc. © 8Jun64; KK182005.

How one U. S. Senator wears his Avis button. (In The New York times, Nov. 2, 1964, p.33) Appl. author: Doyle Dane Bernbach, Inc. © 2Nov64; KK184110.

Send Avis your nit-pickers. (In Travel weekly, Sept. 15, 1964, p.34) Appl. author: Doyle Dane Bernbach, Inc. © 13Sep64; KK183255.

Was this Avis ad just another Madison Ave. gimmick? (In The New York times, Aug. 17, 1964, p.14) Appl. author: Doyle Dane Bernbach, Inc. © 17Aug64; KK183288.

What do you think of when you think of Avis? (In Business management, Sept. 1964, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 28Aug64; KK183102.

Who do you think of first when you think of rent a cars? Certainly not Avis. (In The New York times, July 13, 1964, p.115) Appl. author: Doyle Dane Bernbach, Inc. © 13Jul64; KK182306.

AVON PRODUCTS, INC. ©

Avon's cosmetic toys are full of surprises. (In Parents' magazine, Oct. 1964, p.33) Appl. author: Monroe F. Dreher, Inc. © 25Sep64; KK183672.

Avon's new Blue Blazer finds a young man's spirit. (In The Saturday evening post, Oct. 17, 1964, p.17) Appl. author: Monroe F. Dreher, Inc. © 13Oct64; KK183669.

New, Avon Tribute for men. (In Ebony, Oct. 1964, p.82) Appl. author: Monroe F. Dreher, Inc. NM: revision. © 18Sep64 (in notice: 1963); KK183666.

6 reasons why Avon Calling is America's favorite way to choose cosmetics. (In McCall's, June 1964, p.41) Appl. author: Monroe F. Dreher, Inc. © 21May64; KK183668.

So new, so flower true, Avon's after bath freshner. (In Ebony, June 1964, p.99) Appl. author: Monroe F. Dreher, Inc. © 14May64; KK184760.

To delight you, to excite you, Avon's Wonderland of Fragrance. (In Good housekeeping, July 1964, p.113) Appl. author: Monroe F. Dreher, Inc. © 18Jun64; KK183670.

Traditionally Christmas, gifts by Avon. (In Ladies home journal, Oct. 1964, p.114) Appl. author: Monroe F. Dreher, Inc. © 29Sep64; KK183667.

Traditionally Christmas, gifts by Avon; a joy to give, a joy to receive; cosmetics. (In Ebony, Nov. 1964, p.163) Appl. author: Monroe F. Dreher, Inc. © 15Oct64; KK184761.

You'll be carried away with Rapture. (In Good housekeeping, Oct. 1964, p.163) Appl. author: Monroe F. Dreher, Inc. © 20Sep64; KK183671.

B

B & P DISTRIBUTORS, INC. ©

B V P flooring adhesive for cementing rubber tile. Gallon. On wrapper. © 21Jul64; KK182818.

Meteor-Mastic flooring adhesive for cementing rubber tile. Gallon. On wrapper. © 21Jul64; KK182817.

BACARDI IMPORTS, INC. ©

Ahora ron bacardi, en canecas, 1/2 pintas. (In El Diario-La Prensa, Aug. 14, 1964, p.9) Appl. author: Ross Roy, Inc. © 14Aug64; KK182308.

Bacardi party-ing playboys invent world's most in eggnog; the Bacardi party eggnog recipe. (In Playboy, Jan. 1965, p.23-24) Appl. author: Ross Roy, Inc. © 10Dec64; KK184737.

Donde hay ron Bacardi hay ambiente. (In Zig-Zag, Dec. 14, 1963, p.3) Appl. author: Ross Roy, Inc. © 14Dec63; KK181935.

For 2¢ we'll tell you how to sell a lot of extra rum drinks; works like a charm. (In Southern beverage journal, Florida ed., July 1964, p.12) Appl. author: Ross Roy, Inc. © 2Jul64; KK181855.

How can you tell if the Bacardi in this glass was made in Brazil? Only by looking closely at the label on the bottle. (In Beverage media, Oct. 1964, p.58) Appl. author: Ross Roy, Inc. © 25Sep64; KK183168.

It's good old Thanksgiving eggnog time again, and here's a time-saving, taste-tempting way to make it; Bacardi. (In Life, Nov. 20, 1964, p.94) Appl. author: Ross Roy, Inc. © 16Nov64; KK184566.

It's rare, it's exotic; Bacardi 151, now available in Oregon; rum. (In Host, Oct. 1964, p.23) Appl. author: Ross Roy, Inc. © 10Oct64; KK183546.

Little-known facts about Bacardi, the world's great rum. Folder. Appl. author: Ross Roy, Inc. © 12Nov64; KK184267.

New 1/2 pint joins the smooth, dry Bacardi line; Puerto Rican liqueur. (In Daily news, Miami, Fla., Aug. 6, 1964, p.69) Appl. author: Ross Roy, Inc. © 5Aug64; KK182033.

1947-1963, it is no accident that Bacardi's sales chart looks like this; rum. (In Beverage bulletin, Western States ed., Sept. 1964, p.6A) Appl. author: Ross Roy, Inc. © 1Sep64; KK183254.

Now make a delicious Bacardi cocktail in just 30 seconds flat with new, frozen fresh, pink daiquiri mix; Puerto Rican rum. (In Los Angeles herald-examiner, Sept. 11, 1964, p.B-1) Appl. author: Ross Roy, Inc. © 11Sep64; KK182982.

Si, pasa suave. (In El Diario-La Prensa, Sept. 17, 1964, p.8) Appl. author: Ross Roy, Inc. © 17Sep64; KK183021.

Smart on the outside, smooth on the inside, and now available; rum Bacardi superior. (In Manchester, New Hampshire union leader, Dec. 4, 1964, p.2) Appl. author: Ross Roy, Inc. © 4Dec64; KK184567.

We're not just handing you a line, we're handing you the profit line, Bacardi; Puerto Rican rum. (In Michigan beverage news, Nov. 1964, p.10) Appl. author: Ross Roy, Inc. © 12Nov64; KK184175.

BACARDI IMPORTS, INC. MALTA HATUEY DIVISION.

Gran concurso Malta Hatuey; paquito y gigante le invitan a probar Malta Hatuey y a ganar dos viajes gratis a Puerto Rico. (In El Diario-La Prensa, June 26, 1964, p.12) Appl. author: Ross Roy, Inc. © Malta Hatuey Division, Bacardi Imports, Inc.; 26Jun64; KK182026.

BADA CO. ©

Micro-precision wheel balancing, a champions' choice. [Endorsed by

Fireball Roberts] (In Gasoline retailer, Feb. 7, 1962, p.32) © 7Feb62; KK182079.

BAGCRAFT CORP. OF AMERICA. ©

We're fresh; there just aint any donuts fresher than we are. On bag. Appl. author: Janice Meister. © 3Aug62; KK184227.

BAGDASARIAN, ROSS. ©

The Chipmunks sing the Beatles hits; Alvin, Simon & Theodore with David Seville. Record sleeve. (Liberty LRP-3388) © 7Aug64; KK182159.

BAILEY, ELMORE, S. ©

Meet Bill-Remit. Sheet. © 5Dec64; KK184489.

BAKER BRUSH CO., INC. ©

Bristle brushes by Baker; angular sash and trim. On folding carton. © 1Nov64; KK184371.

Nylon brushes by Baker; sash and trim. On folding carton. © 1Nov64; KK184372.

BAKERS FRANCHISE CORP. ©

Get the right look from him; special formula bread Rite Diet brand. (In Citizen Journal, Apr. 30, 1964, p.28) © 30Apr64; KK183399.

There is a difference, baked without shortening special formula bread Rite Diet brand. (In The Kansas City times, Apr. 30, 1964, p.5B) © 30Apr64; KK183400.

BALE PIN CO. ©

Class pin and class rings; no.4420G19 pin and guard. Folder. NM: additions. © 18Sep64; KK182971.

BALKAMP, INC. ©

Allied 1965 valve push rod identification chart © 24Nov64; KK184470.

BALL BROS. CO., INC. ©

My heart, too, is in the jars you see upon my shelves; Love, not just homemade chili sauce ... but love as well. (In The Budget, Sugar-creek, Ohio, July 23, 1964, p.2) Appl. author: Applegate Advertising Agency, Inc. NM: revisions. © 23Jul64; KK182481.

My heart, too, is in the jars you see upon my shelves, love, not just homemade chili sauce; dome lids; kitchen helper. (In The Budget, Sugar-creek, Ohio, Aug. 6, 1964, p.2) Appl. author: Applegate Advertising Agency, Inc. NM: revisions. © 6Aug64; KK182482.

BANK OF AMERICA, NATIONAL TRUST & SAVINGS ASSN., SAN FRANCISCO.

Man-on-the-spot in Amsterdam. Illus.: Amsterdam's historic De Gooyer Windmill. (In Business week, Nov. 10, 1962, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings Assn.; 10Nov62; KK184018.

Man-on-the-spot in Athens. Illus.: Zappeion exhibition hall in Athens. (In Business week, June 1, 1963, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings Assn.; 1Jun63; KK184011.

Man-on-the-spot in Bombay. Illus.: Bombay's famous Gateway of India. (In Business week, May 30, 1964, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings Assn.; 30May64; KK183071.

- Man-on-the-spot in Brussels. Illus.: Grand' Place, Brussels. (In Business week, June 29, 1963, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings Assn.; 29Jun63; KK184010.
- Man-on-the-spot in Cairo. Illus.: Crossing the Nile on El Gamaa Bridge, Cairo. (In Business week, Oct. 13, 1962, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings Assn.; 13Oct62; KK184016.
- Man-on-the-spot in Caracas. Illus.: The Centro Simón Bolívar, Caracas. (In Business week, Oct. 19, 1963, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings Assn.; 19Oct63; KK184014.
- Man-on-the-spot in Casablanca. Illus.: Casablanca's Mahakma. (In Business week, May 27, 1964, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings Assn.; 27Jun64 (in notice: 1963); KK183070.
- Man-on-the-spot in Copenhagen. Illus.: Nyhavn Canal, Copenhagen. (In Business week, Jan. 12, 1963, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings Assn.; 12Jan63 (in notice: 1962); KK184006.
- Man-on-the-spot in Dakar. Illus.: Dakar's Palais de la République. (In Business week, Apr. 25, 1964, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings Assn.; 25Apr64; KK181803.
- Man-on-the-spot in Duesseldorf. Illus.: Duesseldorf's Marktplatz. (In Business week, Sept. 21, 1963, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings Assn.; 21Sep63 (in notice: 1962); KK184007.
- Man-on-the-spot in Guatemala City. Illus.: Social Security Building, Guatemala City. (In Business week, Apr. 6, 1963, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings Assn.; 6Apr63; KK184012.
- Man-on-the-spot in Hong Kong. Illus.: Hong Kong Island. (In Business week, June 23, 1962, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings Assn.; 23Jun62; KK184020.
- Man-on-the-spot in Kobe. Illus.: Passing through Kobe's Sannomiya Jinja. (In Business week, July 27, 1963, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings Assn.; 27Jul63; KK184015.
- Man-on-the-spot in London. Illus.: Tower Bridge, London. (In Business week, May 4, 1963, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings Assn.; 4May63; KK184017.
- Man-on-the-spot in Madrid. Illus.: Entering Madrid's Plaza Mayor. (In Business week, Sept. 15, 1962, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings Assn.; 15Sep62; KK184019.
- Man-on-the-spot in Manila. Illus.: Manila's Jones bridge spans the Pasig river. (In Business week, Dec. 14, 1963, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings Assn.; 14Dec63; KK181802.
- Man-on-the-spot in Paris. Illus.: Eiffel Tower, seen from the Palais de Chaillot. (In Business week, Mar. 28, 1964, p.4 of cover) © Bank of America, National Trust & Savings Assn.; 28Mar64; KK184009.
- Man-on-the-spot in Rio. Illus.: Rio de Janeiro's Copacabana Beach. (In Business week, Dec. 8, 1962, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings Assn.; 8Dec62; KK184008.
- Man-on-the-spot in Stockholm. Illus.: Stadshuset, Stockholm's City Hall. (In Business week, Mar. 9, 1963, p.4 cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings Assn.; 9Mar63; KK184013.
- Man-on-the-spot in Vienna; the twin spires of Vienna's Votivkirche. (In Business week, May 26, 1962, p.4 of cover) Appl. author: Johnson & Lewis, Inc. © Bank of America, National Trust & Savings Assn.; 26May62; KK184434.
- BANKERS COMMERCIAL LIFE INSURANCE CO. ©**
Hospital and surgical expense policy. Folder. (Form H-101) © 10Aug64; KK182312.
Hospital and surgical expense policy. Folder. (Form H-201) © 10Aug64; KK182311.
Hospital and surgical expense policy. Folder. (Form H-301) © 10Aug64; KK182314.
Hospital and surgical expense policy. Folder. (Form H-401) © 10Aug64; KK182310.
They said it could not be done. (Advertising sheet for policy form H102) © 1Sep64; KK182928.
A truly non-cancellable policy. (Application for hospital and/or medical and surgical policy) Folder. (Form H-201) © 10Aug64; KK182316.
A truly non-cancellable policy. (Application for hospital and/or medical and surgical policy) Folder. (Form 301) © 10Aug64; KK182313.
A truly non-cancellable policy. (Application for hospital and/or medical and surgical policy) Folder. (Form H-401) © 10Aug64; KK182315.
- BANKERS TRUST CO., NEW YORK.**
Bankers Trust can help you buy a car, pay bills by check, make improvements on your home, finance new furniture or carpeting. (In The New York Times, Apr. 14, 1964, p.26) Appl. author: West, Weir & Bartel, Inc. © Bankers Trust Co.; 14Apr64; KK182012.
Bankers Trust can help you buy a car right now, pay for a trip to Europe, save hundreds of steps each month. [Endorsed by Eileen O'Meara] (In Daily News, New York, June 1, 1964, p.17) Appl. author: West, Weir & Bartel, Inc. © Bankers Trust Co.; 1Jun64; KK182017.
Bankers Trust can help you finance a sports car, sedan, convertible, station wagon, or any other car you've got your eye on. (In Daily News, New York, Apr. 3, 1964, p.66) Appl. author: West, Weir & Bartel, Inc. © Bankers Trust Co.; 3Apr64; KK182014.
Bankers Trust can help you pay your taxes, consolidate your debts, save for a month in the mountains, keep your records in good order. (In The New York Herald Tribune, Apr. 8, 1964, p.5) Appl. author: West, Weir & Bartel, Inc. © Bankers Trust Co.; 8Apr64; KK182013.
Bankers Trust can help you save for a Caribbean cruise, drive off with the car of your choice, fix up your home. (In Daily News, New York, May 18, 1964, p.16) Appl. author: West, Weir & Bartel, Inc. © Bankers Trust Co.; 18May64; KK182011.
18 reasons why you'll find a welcome at Bankers Trust. (In The New York Herald Tribune, Apr. 1, 1964, p.6) Appl. author: West, Weir & Bartel, Inc. © Bankers Trust Co.; 1Apr64; KK182010.
Going up; this is a scale model of the new Bankers Trust building on Park Ave. (In Business week, June 9, 1962, p.3) Appl. author: West, Weir & Bartel, Inc. © Bankers Trust Co.; 9Jun62; KK182768.
Now Bankers Trust announces a new home mortgage plan that makes it easy for you to own your own home. [Endorsed by Bob Stahl] (In The Long Island News & The Owl, May 22, 1964, p.5) Appl. author: West, Weir & Bartel, Inc. © Bankers Trust Co.; 22May64; KK182016.
Now Bankers Trust announces a new home mortgage plan that makes it easy for you to own your own home. (In The Farmingdale Post, May 21, 1964, p.9) Appl. author: West, Weir & Bartel, Inc. © Bankers Trust Co.; 21May64; KK182015.
- BARTON'S CANDY CORP. ©**
Fruit filled hard candies; 6 delicious flavors; 14 ounces net. On folding carton. © 6Nov64; KK184031.
Fruit filled hard candies, Barton's bonbonniere; 2 lbs. net. On folding carton. © 30Oct64; KK183809.
The New Yorker. On wrapper. © 10Oct64; KK184168.
Swiss milk chocolate Santas; 3 5/8 oz. net avoir. On folding carton. © 1Dec64; KK184575.
- BASS BOATS, INC. ©**
Terry Bass boats specifications and equipment. Folder. Appl. author: John Barnard. © 14Sep64; KK183421.
- BEAM (JAMES B.) DISTILLING CO. ©**
Since when do you drink bourbon? Since I tasted Jim Beam. Billiards scene. (In Advertising Age, July 27, 1964, p.24) © 27Jul64; KK182383.
Since when do you give bourbon? Since I tasted Jim Beam. (In Playboy, Dec. 1964, p.49) © 14Nov64; KK184216.
- BEAR MANUFACTURING CO. ©**
At the 1964 500, Bear takes the new Extra wides in stride. (In Motor, June 1964, p.157) Appl. author: Stevens Kirkland Stabelfeldt, Inc. © 15Jun64; KK181454.
Now, proving ground performance service, a new dimension in performance service. (In Automotive News, Detroit, May 18, 1964, p.41) Appl. author: Stevens Kirkland Stabelfeldt, Inc. © 11May64; KK181456.
Totaled-out jobs can be profitably restored to service with the Bear 108-86. (In Auto Service & Body News, Chicago, May 1964) Appl. author: Stevens Kirkland Stabelfeldt, Inc. © 16May64; KK181455.
- BEATRICE FOODS CO. ©**
Grape Drink; one half gallon liquid. On folding carton. © 15Jun64; KK181447.

BEATRICE FOODS CO.-Con.

Hostess style ice cream, choc., van., straw.; one half gallon liquid. On folding carton. © 30Jul64; KK182064.

Orange Drink; one half gallon liquid. On folding carton. © 28Apr64; KK181448.

BEAUTY BY SPECTOR, INC. ©

Hurry, you may have a winning key; over \$1000.00 in cash prizes in our treasure chest. Card. Appl. author: Myer Spector. © 17Aug64; KK182493.

BEAUTYLOOM CORP. ©

Chelsea collar; natural stretch fabric for more comfort and excellent fit. Sheet. © 25Aug64; KK182772.

Jewel neckline; natural stretch fabric for more comfort and excellent fit. Sheet. © 7Aug64; KK182773.

V-neckline; natural stretch fabric, for more comfort and excellent fit. Sheet. © 17Aug64; KK182771.

BENDIX-WESTINGHOUSE AUTOMOTIVE AIR

BRAKE CO. ©

Air brake system safety check; trouble shooting. Sheet. Appl. author: Carl A. Wachtler. © 28Aug64; KK182722.

There's only one right way for elephants to connect and Bendix-Westinghouse new Tru-Cupl hose couplers will only connect the right way. Folder. Appl. author: Carl W. Wachtler. © 14Oct64; KK183962.

BENNETT BROTHERS, INC. ©

Season's greetings. 6 v. (Choose-Your-Gift program, A-F) Appl. author: Gail Bennett. © 10Oct64; KK183801.

BERKLINE CORP. ©

Berkline invites you and your customers to ... climb aboard a Berkline chair and rest all you want. (In Home furnishings daily, Feb. 7, 1964, p.15) © 2Feb64; KK181496.

BE-RU CREATIONS, INC.

Jr. shell game of marine life. Sheet. © Be-Ru Creations, Inc. d.b.a. Be-Ru Creation; 23Jun64; KK181832.

BETTER BUSINESS BUREAU OF GREATER

ST. LOUIS, INC. ©

Let's talk about pigeons. Folder. © 10Aug64; KK182554.

BEZ-WAY PRODUCTS CO. ©

Space soap blowing bubbles; approx. 4 fl. ozs. Sticker. Appl. author: Raymond Bezdek. © 25Sep64; KK183107.

BIG DRUM, INC. ©

Sundae Twist ice milk, 4 pack; net weight 24 fluid ozs. On folding carton. NM: additions. © 15Jan64; KK184243.

BINNEY & SMITH, INC. ©

I colored my pony green; Crayola crayons. (In Parent's magazine, Sept. 1964, p.4 of cover) Appl. author: Chirug & Cairns, Inc. © 25Aug64; KK184234.

Portrait of a mother; Crayola. (In Parents' magazine, Oct. 1964, p.39) Appl. author: Chirug & Cairns, Inc. © 25Aug64; KK184208.

BISHOP (HAZEL) INC. ©

Imagine a makeup lighter-than-air, barer than bare, exciting to wear: Spun Satin. (In Harper's bazaar, Nov. 1964, p.117) © 1Nov64; KK184553.

BISHOP FREEMAN CO. ©

Make garments like new, revive the fabric all the way thru ... with Cushntop buk-pad & cover. (In American drycleaner, May 1962, p.3) © 5May62; KK184759.

BLAST-N-PEEN DIVISION, DUNCAN PRODUCTS, INC. See DUNCAN PRODUCTS, INC.

BLOESSER-HEYNEMANN CO. ©

New hoot hit; Cactus Casuals L.P.'s., long playing slacks. (In The Daily Aztec, Sept. 16, 1964, p.5) © 16Sep64; KK183020.

BLOSSOM MARKETERS. ©

Dividends. On wrapper. Appl. author: Earl Blossom. © 12Aug64; KK184550.

BLUE WATER SEAFOODS, INC. ©

2.4 oz. 40 breaded fish portions; portion-pak. Net wt. 6 lbs. On folding carton. © 1Jul64; KK181723.

24 breaded fish portions; cod; 4 oz. On folding carton. © 1Jul64; KK184484.

24 breaded fish portions; sole; 4 oz. On folding carton. © 1Sep64; KK184483.

BLUM (B. G.) ASSOCIATES. ©

Full size braided area rug; style, Pilgrim. Sheet. © 23Dec63; KK182471.

BOND FOUNDRY & MACHINE CO. ©

How to specify casters and wheels for original equipment. 16 p. © 21Aug64; KK183757.

BOOMA-BREED, INC. ©

Here's a peek at your special gift of the month. (King Comfort) Folder. © 30Apr64; KK181625.

BORDEN CO. ©

Borden's milk, the one to go on, from one birthday to another. (In Life, June 8, 1962, p.49) © 4Jun62; KK182133.

Chocolate flavored drink mix; net weight 13 3/4 oz. On folding carton. © 26Oct64; KK184179.

Instant dry whole milk product; net wt. 1 lb. 8 oz. On folding carton. © 30Sep63; KK182908.

New, Wyler's wonderful soups; 4 servings per package. Scroll design. On folding carton. © 8Sep64; KK183266.

None Such mince meat with brandy and rum; 1 lb. 12 oz. Sticker. © 1Sep63; KK182907.

Silver Cow evaporated milk; new easy open can; net wt. 14 1/2 ozs; liq. meas. 13 ozs. Sticker. © 21Sep64; KK184597.

With Borden's your child comes first; you can be certain of one thing about Borden's milk, taste. (In Good housekeeping, June 1964, p.184) © 19May64; KK182134.

Wyler's chunk chicken and noodle soup mix; net weight 1 1/2 oz. On bag. © 8Sep64; KK183185.

BORG-WARNER CORP. ©

Great new idea in automotive convenience to boost your sales; new Maji-Buckle seat belt. Sheet. © 31Aug64; KK182504.

How a squirt of nitrogen this small controls the flight of Cape Kennedy's birds in space. (In U. S. news & world report, Sept. 7, 1964, p.4-5) © 31Aug64; KK182909.

How 900 mothers like this one helped design the almost-perfect washer. (In U. S. news & world report, Oct. 5, 1964, p.120-121) © 28Sep64; KK183403.

How the great engineers of Borg-Warner helped cool off Capitol Hill. (In U. S. news & world report, Oct. 19, 1964, p.20-21) © 12Oct64; KK183404.

How the great engineers of Borg-Warner helped keep this baby alive. (In U. S. news & world report, Mar. 30, 1964, p.18-19) © 30Mar64; KK181554.

Installation and operating instructions, Maji-Buckle seat belt. Folder. © 15Sep64; KK182914.

It's not just another display; Borg-Warner seat belt center. Sheet. © 4Sep64; KK183402.

Look, Maji-Buckle seat belt. No.56. Card. © 31Aug64; KK183405.

Maji-Buckle seat belt operating instructions. Card. © 15Sep64; KK182911.

Maji-Buckle seat belt, the family seat belt, like magic it automatically retracts, adjusts to any size. On folding carton. © 31Aug64; KK182503.

The Morse Chain Company made this golden bicycle chain for Lillian Russell in 1895. (In Newsweek, Aug. 10, 1964, p.50-51) © 10Aug64; KK182913.

Now, compact automatic transmissions for small foreign cars. (In The Wall Street Journal, Aug. 15, 1962, p.6) © 15Aug62; KK182912.

Now, from Borg-Warner deluxe quality seat belts at popular prices. Sheet. © 31Aug64; KK182502.

The one right belt for the whole family; Borg-Warner Maji-Buckle seat belts. Sheet. © 31Aug64; KK182505.

Today, the great engineers of Borg-Warner have eliminated air conditioning's 3 basic problems. (In U. S. news & world report, June 1, 1964, p.24-25) © 1Jun64; KK181553.

The wedge this lumberjack is using is made of plastic. (In U. S. news & world report, May 11, 1964, p.28-29) © 11May64; KK181555.

Why the great mechanic in A. J.'s pit went to the great engineers at Borg-Warner. (In U. S. news & world report, Sept. 21, 1964, p.102-103) © 14Sep64; KK182910.

BOULEVARD CANDY CO., INC. ©

Swiss Style assorted creams in rich pure chocolate; Boulevard. On wrapper. Net weight thirteen ozs. © 17Jun64; KK182750.

BOWERS, JANE GARDNER RILEY. ©

Four songs in memoriam. On wrapper. © 12Nov64; KK184296.

Jane Bowers sings Folk songs for grown folks. On wrapper. © 10Apr64; KK182595.

Leftovers in 3/4 time. On wrapper. © 24Sep64; KK183042.

BRADFUTE CORP. ©

Economy Cash-O; plays like bingo. (In The Beaver County times, Beaver, Pa., Feb. 24, 1964, p.5) © 24Feb64 (in notice: 1962); KK181645.

Jackpot Bingo, win up to 1,000 dollars. (In Virginian-Pilot, Norfolk, Va., Oct. 18, 1964, p.B-8) © 18Oct64; KK184231.

BRADLEY (MILTON) CO.

Alumni fun game. See COLLEGE QUITZ BOWL CO.

Are you on the ball? Skill tester. No.4471. [By] Milton Bradley Co. On wrapper. © 7Feb64; KK184633.

- Barney Google an' Snuffy Smith time's a wastin' game. See KING FEATURES SYNDICATE, INC.
- The Beatles Flip your wig game, for ages 7 to 15. See NEMS ENTERPRISES, LTD.
- Beetle Bailey puzzle. See KING FEATURES SYNDICATE, INC.
- Beetle Bailey, the old army game. See KING FEATURES SYNDICATE, INC.
- Bobbin Noggin, a shenanigans action game. No.4484. [By] Milton Bradley Co. On wrapper. © 27May64; KK184634.
- Bonanza jigsaw puzzle over 600 interlocking pieces, for ages 10 to adult. See NATIONAL BROADCASTING CO., INC.
- Crayon decorator kit. No.4439. On wrapper. © 11Feb64; KK183386.
- Get the message, another great TV home game. See MARTOD PRODUCTIONS, INC.
- Goren's Bridge for two for casual Bridge players as well as experts; includes new Goren's playing cards. No.4401. On wrapper. © 1Jan64; KK183894.
- Greyhound Bus Travel game. See NEW YORK WORLD'S FAIR, 1964-1965 CORP.
- Kookie Chicks magnetic game. No.4413. [By] Milton Bradley Co. On wrapper. © 17Apr64; KK184628.
- Krazy Kat. See KING FEATURES SYNDICATE, INC.
- Melt 'n color painting fun. No.4490. On wrapper. © 28May64; KK183387.
- Missing links, the game you see on television. See GOTO PRODUCTIONS, INC.
- Monster old maid, with monster size cards. See UNIVERSAL PICTURES CO., INC.
- The official New York World's Fair 1964-1965 children's puzzles. See NEW YORK WORLD'S FAIR 1964-1965 CORP.
- The outer limits game. See DAYSTAR-VILLA DE STEFANO-UNITED ARTISTS PRODUCTION.
- Patty Duke fashion dolls with Patty and Cathy. See UNITED ARTISTS TELEVISION, INC.
- Patty Duke game with Patty and Cathy. See UNITED ARTISTS TELEVISION, INC.
- Pow cannon game for boys. No.4468. [By] Milton Bradley Co. On wrapper. © 20Apr64; KK184636.
- The price is right. See MARBIL PRODUCTIONS, INC.
- Pro football game. No.4400. [By] Milton Bradley Co. On wrapper. © 30Mar64; KK184614.
- Pro football game; 4400-X. Sheet. © 30Mar64; KK184156.
- Shenanigans game; for ages 5 to 12. No.4480. On wrapper. © 3Apr64; KK183899.
- Snuffy Smith. See KING FEATURES SYNDICATE, INC.
- 3 puzzles, interlocking pieces, Beetle Bailey, Snuffy Smith, Krazy Kat. See KING FEATURES SYNDICATE, INC.
- 3 puzzles, interlocking pieces, Fireball XL5. See INDEPENDENT TELEVISION CORP.
- Tilt'n roll obstacle puzzle. No.4470. [By] Milton Bradley Co. On wrapper. © 27Apr64; KK184619.
- Time bomb; the great new game; fun for all ages. No.4444. On folding carton. © 7Apr64; KK183900.
- Tussle game. No.4483. [By] Milton Bradley Co. On wrapper. © 27May64; KK184635.
- Wow pillow fight game for girls. No.4469. [By] Milton Bradley Co. On wrapper. © 20Apr64; KK184621.
- BRANT, ELMER J. See RADIANT COLOR CO.
- BRECK (JOHN H.) INC. ©
Special offer, Breck creme rinse with Breck shampoo. (Floral spray with 960 CR offer) (In Senior scholastic, Sept. 12, 1962, p.3 of cover) © 12Sep62; KK183777.
- BREEN (D. J.) CO. ©
Genuine Nevada turquoise; The story of the good luck stone. Card. Appl. author: Dennis J. Breen. © 7Jul64; KK183162.
- BRESLOVE SEPARATOR CO. ©
Regenerative Fly Ash collector. 6 p. Appl. author: Joseph Breslove, Jr. Appl. states prev. reg. 20Dec61, KK163856. NM: revisions. © 10Aug64; KK182515.
- BRISTOL-MYERS CORP. ©
Introductory offer on Bristol-Myers' new aerosol; count 10, the other 2 are free. Mum spray deodorant. (In Drug topics, Nov. 16-30, 1964, p.25) © 16Nov64; KK184703.
- BRITISH PUBLICATIONS, INC. ©
A unique Christmas gift that lives all year; British magazine-of-the-month. (In The New York times book review, Oct. 11, 1964, p.37) © 11Oct64; KK183295.
- BROCK CANDY CO. ©
Imperial chocolate covered cherries; net weight 1 lb. 6 oz. On folding carton. © 15Oct63; KK182853.
- BRODERICK & BASCOM ROPE CO. ©
All new Braid Loc safety slings. Yellow Strand wire rope slings. (In Modern railroads, Aug. 1964, p.10) © 1Aug64; KK183305.
- Save up to 35 % lifting costs with all new Yellow Strand Braid Loc safety sling. (In Modern railroads, June, 1964, p.24) © 1Jun64; KK183306.
- BROMBERG & CO., INC. ©
Limited time offer, 24 interest-free months to pay, plus an elegant pair of silver candelabra and silver chest. (In Birmingham news, Aug. 2, 1964, p.D-17) Appl. author: Fred-eric Lee Smith, Sparrow Advertising Agency. © Bromberg & Co., Inc.; 2Aug64; KK182160.
- BRONNER (FRED) CORP. ©
Matchbox series metal scale models. Card. © 28Sep64; KK183106.
- BROOKS, MELVIN H. ©
Applied child psychology by mom & dad. Sheet. © 19Sep64; KK184298.
- BROSSARD (LESTER L.) CO.
Klear-Vu safety mirrors for industrial use. Sheet. © Lester L. Brossard d.b.a. Lester L. Brossard Co.; 10Oct64; KK183517.
- BROWN & BIGELOW.
Miss Sinclair 1965, Rockport, Illinois. Sheet. Illus. signed: John Shilling. © Brown & Bigelow, div. of Standard Packaging Corp.; 6Jan64; KK183832.
- Without freedom there can be no lasting peace. Kennedy's inaugural address. Remembrance advertising. J. R. Rosen, engrosser. Sheet. © Brown & Bigelow, div. of Standard Packaging Corp.; 1Dec63; KK183831.
- BROWN & WILLIAMSON TOBACCO CORP. ©
Feel extra coolness in your throat, through Kool's pure white filter. Couple looking at grass, he wearing sport shirt. (In The Saturday evening post, Sept. 19, 1964) Appl. author: Ted Bates & Co., Inc. © 15Sep64; KK184045.
- Feel extra coolness in your throat, through Kool's pure white filter; Kool filter kings. [Couple looking at water] (In Ebony, Nov. 1964, p.139) Appl. author: Ted Bates & Co., Inc. © 15Oct64; KK184519.
- Feel extra coolness in your throat, through Kool's pure white filter; Kool filter kings. [Couple looking at water, man wearing sweater] (In The Saturday evening post, Oct. 17, 1964) Appl. author: Ted Bates & Co., Inc. © 13Oct64; KK184517.
- Feel extra coolness in your throat, through Kool's pure white filter; Kool filter kings. Couple sitting on rock, looking straight ahead. (In Life, Sept. 25, 1964, p.R5) Appl. author: Ted Bates & Co., Inc. © 21Sep64; KK184518.
- Feel extra coolness in your throat, through Kool's pure white filter comes the most refreshing coolness you can get in any cigarette. [Couple sitting by duck pond] (In The Saturday evening post, May 2, 1964) Appl. author: Ted Bates & Co., Inc. © 28Apr64; KK181985.
- Feel extra coolness in your throat, through Kool's pure white filter comes the most refreshing coolness you can get in any cigarette. (In Ebony, June 1964, p.33) Appl. author: Ted Bates & Co., Inc. © 16May64; KK182158.
- Feel extra coolness in your throat, through Kool's pure white filter comes the most refreshing coolness you can get in any cigarette. (In Look, June 2, 1964) Appl. author: Ted Bates & Co., Inc. © 19May64; KK181984.
- Viceroy's got the deep-weave filter and the taste that's right. [Couple picnicking under tree] (In Ebony, July 1964, p.84) Appl. author: Ted Bates & Co., Inc. © 18Jun64; KK182963.
- Viceroy's got the deep-weave filter and the taste that's right; filter tip cigarettes. Vacation. (In U. S. News & world report, June 8, 1964) Appl. author: Ted Bates & Co., Inc. © 1Jun64; KK182153.
- Viceroy's got the Deep-weave filter for the taste that's right. Man & woman holding basket of apples. (In The Saturday evening post, Oct. 3, 1964) Appl. author: Ted Bates & Co., Inc. © 29Sep64; KK184041.
- Viceroy's got the Deep-weave filter for the taste that's right. [Man & woman on tennis court] (In The Saturday evening post, Aug. 22-29, 1964) Appl. author: Ted Bates & Co., Inc. © 18Aug64; KK184044.
- Viceroy's got the deep-weave filter for the taste that's right. [Woman lights cigarette of man who holds 2 puppies] (In U. S. news & world report, Oct. 26, 1964) Appl. author: Ted Bates & Co., Inc. © 19Oct64; KK184515.
- Viceroy's got the deep-weave filter for the taste that's right, filter tip cigarettes. Barbecue. (In The Saturday evening post, June 27-July 4, 1964, p.82) Appl. author: Ted Bates & Co., Inc. © 23Jun64; KK182154.
- Viceroy's got the taste that's right, says Frank Robinson. (In Ebony, July 1962, p.43) Appl. author: Ted Bates & Co., Inc. © 10Jun62; KK183811.

BROWN-FORMAN DISTILLERS CORP. ©
Cheers, a votre sante, skal; to the
New York World's Fair. (In The
New York times, Apr. 22, 1964, p.59)
Appl. author: Gardner Advertising
Co., Inc. © 22Apr64; KK181785.

Complete happy father's day gift kit;
Old Forester Kentucky straight
bourbon whisky. (In Chicago Sun-
times, June 12, 1964, p.48) Appl.
author: Gardner Advertising Co.,
Inc. © 12Jun64; KK182046.

Don't get too attached to them; Old
Forester 86. (In Patterson's
California beverage gazeteer,
Nov. 1964, p.26-27) Appl. author:
Gardner Advertising Co., Inc.
© Brown-Forman Distillers Corp.,
Early Times Distillery Co. & Joseph
Garneau Co.; 1Nov64; KK184419.

For your customers' good taste,
suggest the tasteful gift for '64;
Old Forester 86. (In Beverage
bulletin, Nov. 1, 1964, p.32)
Appl. author: Gardner Advertising
Co., Inc. © 1Nov64; KK184510.

The gift that reflects your good
taste, Old Forester. (In The News
American, Nov. 18, 1964, p.2B)
Appl. author: Gardner Advertising
Co., Inc. © 18Nov64; KK184660.

The gift that reflects your good
taste, Old Forester. (In The
Shreveport times, Nov. 25, 1964,
p.5-C) Appl. author: Gardner
Advertising Co., Inc. © 25Nov64;
KK184688.

The gift that reflects your good
taste, Old Forester. (In The Wall
Street Journal, Nov. 4, 1964, p.18)
Appl. author: Gardner Advertising
Co., Inc. © 4Nov64; KK184429.

The gift that reflects your good
taste, Old Forester 86. (In The
Atlanta Journal, Nov. 18, 1964,
p.76) Appl. author: Gardner Ad-
vertising Co., Inc. © 18Nov64;
KK184428.

Memo; guests coming, buy a case of
Old Forester for the long weekend
ahead. (In The Washington post,
Sept. 1, 1964, p.C1) Appl. author:
Gardner Advertising Co., Inc.
© 1Sep64; KK183972.

Tonight in Atlanta, toast the times
with Old Forester 86; there is
nothing better in the market. (In
The Atlanta times, June 12, 1964,
p.19A) Appl. author: Gardner Ad-
vertising Co., Inc. © 12Jun64;
KK181786.

Tonight in Detroit, Old Forester 86.
(In The Michigan chronicle, Sept. 19,
1964, section B, p.1) Appl. author:
Gardner Advertising Co., Inc.
© 19Sep64; KK183970.

Tonight live a little, toast the
day's success with light hearted
Old Forester 86. (In The Atlanta
Journal, June 4, 1964, p.72) Appl.
author: Gardner Advertising Co.,
Inc. © 4Jun64; KK182996.

Tonight live a little, toast the day's
success with Old Forester, there is
nothing better in the market. (In
The Baltimore sun, June 11, 1964,
p.37) Appl. author: Gardner Adver-
tising Co., Inc. © 11Jun64;
KK182054.

BROWNE-VINTNERS CO. ©
Secret thoughts of a bigwig; White
Horse blended Scotch whisky.
(In The New York times, Oct. 27,
1964, p.28) Appl. author: Ogilvy,
Benson & Mather, Inc. © 27Oct64;
KK184709.

Secret thoughts of a bridegroom;
White Horse blended Scotch whisky.
(In New York herald tribune,
Sept. 1, 1964, p.18) Appl. author:
Ogilvy, Benson & Mather, Inc.
© 1Sep64; KK183015.

Secret thoughts of a cabinet
minister; White Horse blended
scotch whisky. (In New York
herald tribune, Sept. 8, 1964,
p.18) Appl. author: Ogilvy, Benson
& Mather, Inc.; 8Sep64; KK183014.

Secret thoughts of a candidate; all
this cheering is good ... oh, for
a White Horse Scotch. (In The New
York times, Oct. 21, 1964, p.36)
Appl. author: Ogilvy, Benson &
Mather, Inc. © 21Oct64; KK184082.

Secret thoughts of a cup contender;
White Horse blended whisky.
(In New York world telegram and
sun, Sept. 14, 1964, p.36) Appl.
author: Ogilvy, Benson & Mather,
Inc. © 14Sep64; KK184393.

Secret thoughts of a grand master;
White Horse blended Scotch whisky.
(In The New York times, Nov. 10,
1964, p.35) Appl. author: Ogilvy,
Benson & Mather, Inc. © 10Nov64;
KK184708.

Secret thoughts of a high level
expert; and to think the nearest
bottle of White Horse Scotch is two
miles away. (In The New York times,
Oct. 16, 1964, p.47) Appl. author:
Ogilvy, Benson & Mather, Inc.
© 16Oct64; KK184083.

Secret thoughts of a matador; White
Horse blended Scotch whisky. (In
The Seattle times, Nov. 20, 1964,
p.22) Appl. author: Ogilvy, Benson
& Mather, Inc. © 20Nov64; KK184713.

Secret thoughts of a psychoanalyst;
Scotch whisky. (In Herald tribune,
New York, Sept. 22, 1964, p.15)
Appl. author: Ogilvy, Benson &
Mather, Inc. © 22Sep64; KK183600.

Secret thoughts of a supreme authority,
7,8,9,10. Wish I could remember;
White Horse blended scotch whisky.
(In The New York times, Oct. 7, 1964,
p.61) Appl. author: Ogilvy, Benson
& Mather, Inc. © 7Oct64; KK183956.

Secret thoughts of a TV panelist;
White Horse blended Scotch whisky.
(In New York world telegraph &
sun, Nov. 17, 1964, p.36) Appl.
author: Ogilvy, Benson & Mather,
Inc. © 17Nov64; KK184711.

Secret thoughts on a dry day; White
Horse blended Scotch whisky. (In
The New York times, Nov. 2, 1964,
p.32) Appl. author: Ogilvy,
Benson & Mather, Inc. © 2Nov64;
KK184712.

Secret thoughts on a world tour;
White Horse blended Scotch whisky.
(In Seattle times, Oct. 23, 1964,
p.32) Appl. author: Ogilvy, Benson
& Mather, Inc. © 23Oct64; KK184710.

BRUCE (E. L.) CO. ©
Industrial weed and grass control by
Bruce Terminix. Folder. Appl.
author: Dewey Brown. © 6Oct64;
KK183371.

BRUCE (E. L.) CO., INC. ©
Why your prefinished oak floor is
better than your neighbor's oak
floor. Sheet. Appl. author:
John R. Malmo. © 1Aug64; KK183374.

BRUNER CORP. See BRUNER WATER SOFTEN-
ERS & FILTERS.

BRUNER WATER SOFTENERS & FILTERS.
Ideas for easier homemaking. 23 p.
© Bruner Water Softeners & Filters
division of Calgon Corp. (In
notice: Bruner Corp.); 15Mar64;
KK183481.

BRUNSWICK CORP. KIEKHAEFER CORP. See
KIEKHAEFER CORP.

BULLARD (E. D.) CO. ©
Dos inversiones importantes en
seguridad. (In Noticias de
seguridad, Apr. 1964, p.11)
© 3Apr64; KK183201.

First aid packaged with a purpose.
(In American Assn. of Industrial
Nurses Journal, June 1964, p.43)
© 1Jun64; KK183200.

Head protection, overhead protection.
(In Transmission & distribution,
Apr. 1964, p.82) © 1Apr64;
KK183203.

Now there are two Bullard fiber
glass helmets. (In Occupational
hazards, June 1964, p.35)
© 1Jun64; KK183199.

1/2 million now wear our C.P.C. hats
& caps. (In National safety news,
May 1964, p.3) © 1May64; KK183205.

This is the easy way to protect
against poison ivy, oak, sumac.
(In Occupational hazards, Mar.
1964, p.18) © 15Mar64; KK183202.

You can't top Bullard fiberglass
for protecting heads. (In National
safety news, June 1964, p.3)
© 1Jun64; KK183204.

BULOVA WATCH CO., INC. ©
The Accutron story. (In Popular
boating, June 1964, p.36) Appl.
author: Doyle Dane Bernbach, Inc.
© 30May64; KK182467.

Accutron time, is it ever wrong?
(In Life, Sept. 11, 1964, p.1)
Appl. author: Doyle Dane Bernbach,
Inc. © 9Sep64; KK183351.

The Accutron tuning fork divides
every second into 360 equal parts.
(In Life, Nov. 13, 1964, p.30)
Appl. author: Doyle Dane Bernbach,
Inc. © 11Nov64; KK184125.

Alarm clocks get sneakier all the time.
Caravelle by Bulova. (In Look,
Nov. 17, 1964, p.M13) Appl. author:
Doyle Dane Bernbach, Inc. © 10Nov64;
KK184116.

All the parts that make a watch fast
or slow have been left out of the
Accutron movement. (In Life,
May 8, 1964, p.55) Appl. author:
Doyle Dane Bernbach, Inc.
© 6May64; KK181511.

All the parts that make a watch fast
or slow have been left out of the
Accutron movement. (In Modern rail-
road, June 1964, p.26) Appl. au-
thor: Doyle Dane Bernbach, Inc.
© 30May64; KK181839.

Do you think a 10.95 watch has to be
junk? Caravelle. (In Life, May 22,
1964, p.R12) Appl. author: Doyle
Dane Bernbach, Inc. © 20May64;
KK181519.

Do you think a 10.95 watch has to
be junk? Caravelle. (In Look
May 19, 1964, p.16) Appl. author:
Doyle Dane Bernbach, Inc.
© 17May64; KK181514.

For \$22.95 the Caravelle division of
Bulova sells a beautifully designed
diamond watch. (In Seventeen,
Nov. 1964, p.100) Appl. author:
Doyle Dane Bernbach, Inc. © 30Oct64;
KK184115.

If you can't figure out what it is,
what it does, or where it comes
from, that's because you've never
seen a cordless electric alarm
clock before. Caravelle by Bulova.
(In Look, Nov. 17, 1964, p.M12)
Appl. author: Doyle Dane Bernbach,
Inc. © 10Nov64; KK184121.

If you just want to catch trains,
meet your wife ... you don't have
to spend more than \$10.95;
Caravelle. (In Life, Aug. 21, 1964,
p.R6) Appl. author: Doyle Dane
Bernbach, Inc. © 19Aug64; KK183035.

Knowing if a premium is right for you
is a hard thing. (In Premium
practice, May 1964, p.69) Appl.
author: Doyle Dane Bernbach, Inc.
© 30Apr64; KK181513.

No balance wheel, no mainspring ...

Accutron made them obsolete. (In Life, May 22, 1964, p.104) Appl. author: Doyle Dane Bernbach, Inc. © 21May64; KK181517.

No balance wheel, no mainspring; Accutron made them obsolete. (In Modern railroads, Sept. 1964, p.59) Appl. author: Doyle Dane Bernbach, Inc. © 30Aug64; KK183037.

No balance wheel, no mainspring; Accutron made them obsolete. (In National geographic magazine, Sept. 1964, p.451) Appl. author: Doyle Dane Bernbach, Inc. © 30Aug64; KK183036.

No watch has ever guaranteed accuracy, Accutron does. (In Sports illustrated, Oct. 5, 1964, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 30Oct64; KK183622.

Other 10.95 watches grind themselves to pieces, this one doesn't; Caravelle. (In Life, May 29, 1964, p.8) Appl. author: Doyle Dane Bernbach, Inc. © 28May64; KK181516.

The ubiquitous Caravelle watch charm, part of its charm is that it works. (In New York times magazine, May 31, 1964, p.46) Appl. author: Doyle Dane Bernbach, Inc. © 31May64; KK181338.

BURD & FLETCHER. ©

Blue carton for vanilla ice cream. © 14Oct64; KK183560.

Orange carton for chocolate ice cream. © 14Oct64; KK183561.

Pink carton for strawberry ice cream. © 14Oct64; KK183562.

Yellow carton for neopolitan ice cream. © 14Oct64; KK183563.

BURDETTE, ROBERT S. See BURDETTE SALES.

BURDETTE SALES.

Ignition cross-fire eliminator kit; installation instructions for kit number C-100. Sheet. © Robert S. Burdette d.b.a. Burdette Sales; 3Jun64; KK182192.

BURGESS-MANNING CO. ©

BMA first line snubber. Sheet. (Bulletin 281-D) Appl. author: Evans-Young-Wyatt Advertising. © 5Jun64; KK181344.

BMB standard snubber. Sheet. (Bulletin 282-D) Appl. author: Evans-Young-Wyatt Advertising. © 5Jun64; KK181343.

BMTA turbo first-line exhaust snubber for turbo-charged engines. Sheet. (Bulletin 296-D) Appl. author: Evans-Young-Wyatt Advertising. © 5Jun64; KK181340.

BMTB turbo-standard exhaust snubber, for turbo-charged engines. Sheet. (Bulletin 297-D) Appl. author: Evans-Young-Wyatt Advertising. © 5Jun64; KK181342.

BMTC turbo-compact exhaust snubber for turbo-charged engines. Sheet. (Bulletin 298-D) Appl. author: Evans-Young-Wyatt Advertising. © 5Jun64; KK181341.

BURKE, WILLIAM B. See STORK BOARD.

BURLINGTON INDUSTRIES. JAMES LEES & SONS CO. See LEES (JAMES) & SONS CO.

BURMA-VITA CO. ©

Whatever happened to Burma Shave? It got rich. (In TV guide, May 2, 1964, p.4 of cover) Appl. author: Benton & Bowles, Inc. © 29Apr64; KK181738.

BURNS BROS. ©

How much can you save on home heating? Here's a bankbook to help you. Folder. Appl. author: Harry F. Halpern. © 31Aug64; KK183133.

BURROWS, ABE.

How to succeed in business without really trying. See LOESSER, FRANK.

BUXTON, INC. ©

There's just a little bit of enough on it to make it lady-like. Shadow Shades by Lady Buxton. (In Ladies' home journal, Nov. 1964, p.51) Appl. author: Doyle Dane Bernbach, Inc. © 30Oct64; KK184114.

C

C. D. CO.

Rocky Mountain Snowballs; min. net wt. 3/4 oz. On folding carton. © C. D. Co. a partnership consisting of Clara Vedic & Dorothy Keepers; 1Aug64; KK182461.

CABOT CORP. ©

From the searching of the flame came the first and now the finest pigments. (In Pulp & paper, Oct. 5, 1964, p.17) © 20Oct64; KK184716.

CAIRNS, HENRY W. ©

Don't buy any house paint until you read this, Rox Latex house paint, the greatest house paint in 2000 years. (In The Detroit free press, July 9, 1964, p.10-B) © 9Jul64; KK181866.

CAL-DAK INDUSTRIES, INC.

Adjustable fiber glass pamper tray; item no.4494. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 1Jul64; KK181588.

Bed rail rally; rally no.7001. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 23Nov64; KK184290.

A bonus combination of two great laundry aids; Dryer Caddy-Rack. Folder. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 28Sep64; KK183333.

Coupon carnival. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 6Oct64; KK183337.

Dealer price list, effective July 1, 1964. Appl. author: Zepha Bogert. © 1Jul64; KK181590.

Dealer price list, garden supply line, effective October 1, 1964. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 21Sep64; KK183090.

Fiber glass casual, decorator folding table sets; item no. 3948. Sheet. Appl. author: Zepha Bogert. © Cal-Dak, a.a.d.o. Cal-Dak Industries, Inc.; 23Jul64; KK181819.

Handsome, sturdy forward pull mobile reel; Champion roll about hose reel; item no.2294. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 24Sep64; KK183089.

The height of convenience in a handy, adjustable clothes rack; Ironing Caddy. Folder. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 28Sep64; KK183335.

Holds more hose; Champion roll about hose reel, item no.2294. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 15Nov64; KK184461.

Hose reels, models for every need; item no.2230. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 24Sep64; KK183088.

Kathy Cal-Dak's toy ironing caddy & laundry cart; item no.5609. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 3Jul64; KK181586.

Lighten and brighten your washday; Jumbo luxury laundry cart. Folder. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 28Sep64; KK183334.

Lucky seven hose reel deal from Cal-Dak. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 28Sep64; KK183213.

Magic Trigger ironing caddy; item no.6550. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 7Jul64; KK181587.

New, fashionable fabrics embedded in fiber glass create ... tray table sets; item no.1488. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 10Jul64; KK181589.

New from Cal-Dak, scandia shape fabric in fiber glass 5 pc. Roll-A-Rack tray table set. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 16Dec64; KK184784.

New from Cal-Dak, tempo shape fabric in fiber glass 5 pc. Roll-A-Rack tray table set. Sheet. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 16Dec64; KK184783.

Smarter, steadier, sturdier fiber glass; casual, decorator folding tables; item no.3948. Sticker. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 24Aug64; KK182550.

Sort your wash in minutes; Laundry sorter. Folder. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 28Sep64; KK183336.

A space-saver that lets you water straight ahead or to the side, Champion wall-mount swivel hose reel; item no.2283. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 15Nov64; KK184237.

Water flows as hose unreels, stronger sturdier Champion faucet-mount hose reel; item no.2280. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 15Nov64; KK184236.

Wheel it where you want it, store it on free wall bracket; Champion hand truck-mount hose reel; item no.2282. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Industries, Inc.; 15Nov64; KK184235.

CALGON CORP. BRUNER WATER SOFTENERS & FILTERS. See BRUNER WATER SOFTENERS & FILTERS.

CALIFORNIA OIL CO. ©

Free picture guide, scenicland, U.S.A. Poster. © 5May64; KK181892.

Free picture guide to scenicland, U. S. A.; yours at Chevron service stations. Poster. © 4May64; KK182113.

Your Chevron man will give you free this guide to nearby sights to see. (In The Times, El Paso, Tex., May 24, 1964, The Times Sunday magazine, p.11) © 24May64; KK183613.

- CALIFORNIA REDI-DATE CO. ©
Delicious Redi-Date recipes. Folder.
© 21Sep64; KK183996.
- CALO PET FOOD CO. ©
Robin Hound special from Calo pet
foods. Folder. © 2Apr64;
KK181812.
- CALVERT DISTILLERS CO. ©
Either, or; they jingle bells.
(In Liquor store, Nov. 1964,
p.L-YK) Appl. author: Doyle Dane
Bernbach, Inc. © 27Oct64;
KK184685.
- A highball made with soft whiskey is
called, appropriately enough,
a softball. (In National League
vs. American League all star game
1964 program, July 7, 1964, p.40)
Appl. author: Doyle Dane Bernbach,
Inc. © 5Jul64; KK183103.
- A highball made with soft whiskey is
called, appropriately enough, a
softball. Calvert extra blended
whiskey. (In The Hartford courant,
May 6, 1964, p.13) Appl. author:
Doyle Dane Bernbach, Inc.
© 6May64; KK183289.
- If a guy orders a softball, does that
make him an odd ball? (In The
Server, Nov. 1964, p.2 of cover)
Appl. author: Doyle Dane Bernbach,
Inc. © 27Oct64; KK184684.
- If you think soft whiskey's holiday
decanter will look better on your
buffet. (In Control state review,
Nov. 1964, p.66) Appl. author:
Doyle Dane Bernbach, Inc.
© 27Oct64; KK184686.
- Invest in a growth stock this fall.
Calvert extra blended whiskey.
(In Beverage media, Oct. 1964,
p.25-26) Appl. author: Doyle Dane
Bernbach, Inc. © 28Sep64; KK183291.
- Now soft whiskey in half gallons.
Calvert extra blended whiskey.
(In Morning sentinel, July 21, 1964,
p.5) Appl. author: Doyle Dane
Bernbach, Inc. © 21Jul64; KK183290.
- Soft whiskey does anything any other
whiskey can do. (In Herald tribune,
New York, Sept. 15, 1964, p.6)
Appl. author: Doyle Dane Bernbach,
Inc. © 15Sep64; KK183490.
- Soft whiskey does anything any other
whiskey can do. (In Life, Sept. 18,
1964, p.29) Appl. author: Doyle
Dane Bernbach, Inc. © 16Sep64;
KK183101.
- Soft whiskey does anything any other
whiskey can do. (In Nashville
banner, Sept. 15, 1964, p.4)
Appl. author: Doyle Dane Bernbach,
Inc. © 15Sep64; KK183416.
- Soft whiskey does anything any other
whiskey can do, it just does it
softer. (In New York Jets official
program, Oct. 17, 1964, p.32)
Appl. author: Doyle Dane Bernbach,
Inc. © 15Oct64; KK183847.
- Soft whiskey does anything any other
whiskey can do, it just does it
softer. (In TV guide, Minneapolis-
St. Paul ed., Sept. 12, 1964,
p.487) Appl. author: Doyle Dane
Bernbach, Inc. © 10Sep64; KK184108.
- Soft whiskey feels the way you always
hoped whiskey was going to feel,
but never did. (In Philadelphia
daily news, Apr. 2, 1964, p.12)
Appl. author: Doyle Dane Bernbach,
Inc. © 2Apr64; KK182305.
- Soft whiskey is as whiskey a whiskey
as any whiskey you can buy. (In
Look, June 16, 1964, p.10) Appl.
author: Doyle Dane Bernbach, Inc.
© 14Jun64; KK182304.
- The taste of soft whiskey grows on
you. (In Life, Oct. 23, 1964)
Appl. author: Doyle Dane Bernbach,
Inc. © 21Oct64; KK183846.
- The taste of soft whiskey grows on
you. (In Schenectady gazette,
Oct. 21, 1964, p.9) Appl. author:
Doyle Dane Bernbach, Inc.
© 21Oct64; KK184223.
- CAMP TRAILS. ©
440 Ridgeline bag. Card. Weight
20 ozs. Appl. author: Jack C.
Abert. © 13Aug64; KK182751.
- New Skyline and Ponderosa. Card.
Appl. author: Jack C. Abert.
© 7Aug64; KK182051.
- CANADIANA CORP. ©
Pure raspberry jam; 2 lbs. net weight.
Sticker. © 13Jun64; KK183753.
- Pure strawberry jam; 2 lbs. On
wrapper. © 13Jun64; KK183055.
- CANANDAIGUA INDUSTRIES CO., INC. ©
The happy wine for happy people,
Richard's Wild Irish Rose. (In
Wines & vines) © 16Oct64;
KK184717.
- CANTON REDWOOD YARD, INC. ©
Canton's redwood playhouse plan &
garden tool shed. Folder.
© 30Sep64; KK183494.
- CARNATION CO. ©
Can't fail 5-minute fudge; the secret
is Carnation, the milk you can use
like cream. (In Life, Dec. 13,
1963, p.99) Appl. author: A. Cul-
ver Boyd, Jr. © 13Dec63; KK182180.
- New whipped chocolate pudding, with
cake squares. (In Life, Apr. 26,
1963, p.2 of cover) Appl. author:
A. Culver Boyd, Jr. © 26Apr63;
KK181664.
- New, whipped strawberry ice-box frost-
ing; Carnation evaporated milk.
(In Life, Apr. 24, 1964, p.2 of
cover) Appl. author: A. Culver
Boyd, Jr. © 24Apr64; KK181665.
- Pumpkin pie, never grainy, always
smooth. (In Life, Nov. 15, 1963,
p.25) Appl. author: A. Culver
Boyd, Jr. © 15Nov63; KK182181.
- CARR, OTIS T. ©
Gravity-electrodynamic systems.
Sheet. © 17Jun64; KK182110.
- Power-gain energy transfer; gravity
prime mover machines for electric
power generation. (In The Daily
news, McKeesport, Pa., Oct. 17,
1964, p.3) Appl. states prev. reg.
KK182110. NM: additions.
© 17Oct64; KK183504.
- CARTER, HUGH A. ©
New product, tremendous seller, big
profit, big mark-up; Carter's
potting soil from earthworms. Net
contents 4 lbs. or more. Sheet.
© 17Jul64; KK182161.
- Works like magic; Carter's potting
soil from earthworms. Net contents
4 lbs. or more. Sticker.
© 22Jun64; KK182162.
- CASCADE DISTILLING CO. ©
Mellow as moonlight; Kentucky bourbon.
(In The Tacoma news tribune, May 4,
1964, p.5) © 4May64; KK181387.
- CASE, JOHN DUMONT. See CASE LABORATO-
RIES.
- CASE LABORATORIES.
Whinnies fortified vitamin treats
for horses and ponies; net weight
300 grams. Sticker. © John
Dumont Case d.b.a. Case Laborato-
ries; 10Oct64; KK183754.
- CASKEY PAPER CO. ©
California grapes. Sheet.
© 16Jun64; KK183215.
- CASTLE & COOKE, INC. See DOLE CO.
- CATERPILLAR TRACTOR CO. ©
Cat parts quality; track parts.
Sheet. © 20Oct64; KK184297.
- Cat parts quality bearings; Do
Caterpillar anti-friction bearings
cost more? Sheet. © 19Nov64;
KK184581.
- New improvements in Cat-Built shanks
and tips; design innovations cut
ripping costs. Folder. © 15Oct64;
KK183650.
- New improvements in Cat-Built shanks
and tips; design innovations to
lower ripping costs. Folder.
© 15Oct64; KK183651.
- CENTRAL-SOUTHWEST DAIRY COOPERATIVE,
INC. REAL DAIRY PRODUCTS CO. See
REAL DAIRY PRODUCTS CO.
- CENTURY LETTER CO., INC. ©
Our 31st year of service. Sheet.
Appl. author: Henry Rothman.
© 27May63; KK183139.
- We try to get the most out of a
typewriter. Sheet. Appl. author:
Henry Rothman. © 27May63;
KK183210.
- We're fakers. Sheet. Appl. author:
Henry Rothman. © 27May63;
KK183211.
- You know something? You can get
personal with lots of people all
at the same time with a Pencilprint
memo. Sheet. Appl. author: Henry
Rothman. © 27May64; KK183138.
- CHALET SUZANNE FOODS, INC. ©
Cream of chicken soup with wine;
net weight 13 oz. On wrapper.
© 21Oct64; KK184292.
- CHAMPION PACKAGES CO.
Country's Delight strawberry ice
cream; one half gallon liquid. On
folding carton. (Terr. des. 1072)
© Champion Packages Co., packages
division of Champion Papers, Inc.;
21Feb64; KK181449.
- CHAMPION PAPERS, INC. CHAMPION PACKAGES
CO. See CHAMPION PACKAGES CO.
- CHAMPION PAPERS, INC. PAPER DIVISION.
Consider paper, used with imagination,
its power to glamorize, advertise,
characterize is incalculable. (In
Time, June 19, 1964, p.42) Appl.
author: Needham, Louis & Brorby,
Inc. © Champion Papers, Inc. (in
notice: Paper Division of Champion
Paper, Inc.); 8Jun64; KK182438.
- Consider paper, used with imagination,
its power to stimulate, decorate,
populate is incalculable. (In
Business week, May 23, 1964, p.80)
Appl. author: Needham, Louis &
Brorby, Inc. © Champion Papers,
Inc. (in notice: Paper Division of
Champion Papers, Inc.); 13May64;
KK182439.
- Imagination IV. 46 p. Appl. author:
Needham, Louis & Brorby, Inc.
© 7Jul64; KK183829.
- Imagination V. 1 v. Appl. author:
Needham, Louis & Brorby, Inc.
© 31Aug64; KK183830.
- CHANEL, INC. ©
Caught, by the spell of Chanel.
(In Seventeen, May 1964, p.6-7)
Appl. author: Norman, Craig, &
Kummel, Inc. © 1May64; KK181546.
- Caught by the spell of Chanel.
(In Seventeen, Oct. 1964, p.4-5)
Appl. author: Norman, Craig &
Kummel, Inc. © 29Sep64; KK184397.
- Caught by the spell of Chanel;
Chanel no.5. (In Seventeen,
Aug. 1964, p.8-9) Appl. author:
Norman, Craig & Kummel, Inc.
© 30Jul64; KK182522.

Caught, by the spell of Chanel;
Chanel no.5. (In Seventeen,
Dec. 1964, p.6-7) Appl. author:
Norman, Craig & Kummel, Inc.
© 24Nov64; KK184511.

Chanel no.5 is the no.1 perfume on
pre-Christmas network TV. (In
Beauty fashion, Oct. 1964, p.70-71)
Appl. author: Norman, Craig &
Kummel, Inc. © 13Oct64; KK183553.

Christmas has a fragrance and that
fragrance is Chanel. (In Beauty
fashion, Nov. 1964, p.80-81) Appl.
author: Norman, Craig & Kummel,
Inc. © 12Nov64; KK184395.

Every teen alive is caught by the
spell of Chanel; Chanel No.5. (In
Beauty fashion, July 1964, p.46-47)
Appl. author: Norman, Craig & Kum-
mel, Inc. © 10Jul64; KK181929.

For after-shower, or after-bath,
Chanel's newest, modern spray,
Chanel no.5 after-bath oil spray.
(In Beauty fashion, Oct. 1964,
p.68-69) Appl. author: Norman,
Craig & Kummel, Inc. © 13Oct64;
KK183554.

If you sell Chanel no.5 in one of
these 300 metropolitan markets, you
will have the biggest Chanel adver-
tising campaign in history. (In
Beauty fashion, Aug. 1964, p.86-87)
Appl. author: Norman, Craig & Kum-
mel, Inc. © 11Aug64; KK182695.

The modern way to carry spray.
(In Vogue, Oct. 1964, p.29) Appl.
author: Norman, Craig & Kummel, Inc.
© 10Oct64; KK183369.

Surround yourself with Chanel No.22.
(In Vogue, Nov. 1, 1964, p.65)
Appl. author: Norman, Craig &
Kummel, Inc. © 1Nov64; KK183848.

Why does the name Chanel cast such a
magic spell? (In Beauty fashion,
June 1964, p.118-119) Appl.
author: Norman, Craig & Kummel,
Inc. © 10Jun64; KK181566.

CHESEBROUGH-POND'S, INC. ©

What makes Q-tips swabs the safety
swab? Extra cotton cushion at the
tip, special twist to hold it firm-
ly on the stick. (In American baby
magazine, July 1964, p.8)
© 22Jun64; KK181830.

CHIPURNOI (PERRY H.) INC. ©

Chips, imported licorice with a touch
of mint; net wt. 5 oz. On folding
carton. Appl. author: H. S.
Crocker Co. © 10Feb64; KK183548.

CHRISTIAN SCIENCE PUB. SOCIETY. ©

Christmas hymns from the Christian
Science Hymnal; record no.7.
Record sleeve. © 9Oct64; KK183791.

CHRISTOFFER, DONALD F. ©

For bigger & better fish catches, try
these bottom rig bait floaters.
Card. © 15Jul64; KK182379.
Hay bale hook; no.125. Sheet.
(C-F-65) © 15Dec64; KK184766.

CHURCH & DWIGHT CO., INC. ©

Acid indigestion, acid indigestion;
take soda bicarb and don't bring
it up again; Arm & Hammer. (In
Family circle, Nov. 1964, p.74)
Appl. author: Charles W. Hoyt Co.,
Inc. © 20Oct64; KK184172.

How to keep Christmas cookies fresh
longer; Arm & Hammer soda bicarbo-
nate. (In Journal of home economics,
Nov. 1964, p.2 of cover) Appl. au-
thor: Charles W. Hoyt Co., Inc.
© 20Oct64; KK184174.

It relieves sunburn, bee stings,
poison ivy and aching muscles;
have a nice summer. (In Family
circle, Aug. 1964, p.74) Appl. au-
thor: Charles W. Hoyt Co., Inc.
© 17Jul64; KK182879.

Pampering comes naturally with the
cleanser that's safe for babies;
Arm & Hammer soda bicarbonate. (In
Journal of home economics, Sept.
1964, p.455) Appl. author: Charles
W. Hoyt Co., Inc. © 20Aug64;
KK184173.

Well established for symptomatic
treatment of sunburn; sodium bi-
carbonate U. S. P. (In Pediatrics,
June 1964, p.xxvi) Appl. author:
Charles W. Hoyt Co., Inc.
© 19May64 (in notice: 1962);
KK182877.

Well established in the symptomatic
relief of erythema; Arm & Hammer
soda bicarbonate. (In Journal of
the American Medical Assn., May 25,
1964, p.166) Appl. author: Charles
W. Hoyt Co., Inc. © 20May64;
KK182884.

What bath secret will turn you into
a new woman? The one that soothes
a baby's skin; Arm & Hammer soda
bicarbonate. (In Family circle,
July 1964, p.86) Appl. author:
Charles W. Hoyt Co., Inc.
© 17Jun64; KK182885.

CIRCLE RESEARCH LABORATORIES, INC.' ©

The CR super-sanitation way to trouble
free plumbing in public places.
Sheet. Appl. author: Franklin
Fader. © 16Oct64; KK183835.

There's nothing like Drain Safe.
Folder. © 15Oct64; KK183373.

CIRCUS FOODS.

New, Circus vac-in-a-box; amazing new
vacuum pack keeps nuts fresher than
any can or jar. (In Los Angeles
times home magazine, Sept. 20, 1964,
p.37) © Circus Foods, a division of
United States Tobacco Co.; 20Sep64;
KK183505.

CITATION MUSIC, INC. CITATION ENTER- PRISES, INC.

1000 Michigan bankroll certificate.
Sheet. Appl. author: Ruth Richmond.
© Citation Enterprises, Inc., a
division of Citation Music, Inc.
(in notice: Citation Music, Inc.);
22Aug55; KK184112.

CLAFF (M. B.) & SONS, INC. ©

Androscoggin, genuine moccasins.
Slip. © 7Feb64; KK181550.

CLAIROL, INC. ©

Are you using this stuff on your
pretty hair? This is a good way
to stop; Vitapointe by Clairol.
(In Family circle, Aug. 1964, p.89)
Appl. author: Doyle Dane Bernbach,
Inc. © 29Jul64; KK181776.

Are you using this stuff on your
pretty hair? Vitapointe. (In
Providence Journal, June 28, 1964,
p.4 of cover) Appl. author: Doyle
Dane Bernbach, Inc. © 28Jun64;
KK183132.

The blondes of summer are here;
Clairol Creme Toner. (In Glamour,
Sept. 1964, p.200) Appl. author:
Doyle Dane Bernbach, Inc.
© 30Aug64; KK182859.

Born a blonde? No, Born Blonde.
(In Life, Nov. 13, 1964, p.64-65)
Appl. author: Doyle Dane Bernbach,
Inc. © 11Nov64; KK184124.

Cosmetic color directory of personal-
ized make-up schemes. 1 v.
© 29Jul64; KK184229.

Detesta sus canas? Recobre su color
de juventud. Earring situation.
Loving Care locion colorante de
Clairol. (In Selecciones del
reader's digest, Apr. 1964, p.23.
Mexico City) NM: additions & revi-
sions. © 25Mar64; KK183752.

Detesta sus canas? Recobre su color
de juventud; Loving Care. (In
Selecciones del Reader's digest,
Dec. 1963, p.47. Mexico City)
© 25Nov63; KK183115.

Discover your most exciting natural
look; come to the Clairol color
carousel. [Five female heads]
(In Official guide, New York
World's Fair, 1964-1965, p.237)
Appl. author: Foote, Cone & Belding.
© 21Jul64; KK181963.

Do you have to hide your hair to
look prettier? Use Condition by
Clairol great new beauty prescrip-
tion for troubled hair. (In
McCall's, Sept. 1964, p.1) Appl.
author: Foote, Cone & Belding.
© 27Aug64; KK182407.

Does she, or doesn't she? (In Ebony,
June 1964, p.205) Appl. author:
Foote, Cone & Belding. © 16May64;
KK181727.

Does she, or doesn't she? [Woman &
child working jig-saw puzzle] (In
Ebony, Sept. 1964, p.134) Appl.
author: Foote, Cone & Belding.
© 16Aug64; KK182408.

Does she or doesn't she? [Woman &
female child holding kitten]
(In Look, Sept. 8, 1964, p.2 of
cover) Appl. author: Foote, Cone
& Belding. © 25Aug64; KK183267.

Does she, or doesn't she? Hair color
so natural only her hairdresser
knows for sure; Miss Clairol.
Poster. Appl. author: Foote, Cone
& Belding. © 18Aug64; KK182646.

Does she, or doesn't she? Miss Clairol
Hair Color Bath. [Female in sweater
holding little girl] (In McCall's,
Oct. 1964, p.151) Appl. author:
Foote, Cone & Belding. © 20Sep64;
KK183008.

Does she, or doesn't she? Miss Clairol
Hair Color Bath. [Girl & boy hold
books] Poster. Appl. author:
Foote, Cone & Belding. © 21Oct64;
KK184182.

Does she, or doesn't she? Miss Clairol
Hair Color Bath. [Profile of woman
holding small girl who touches her
hair] (In Life, Oct. 16, 1964, p.2
of cover) Appl. author: Foote, Cone
& Belding. © 12Oct64; KK183683.

Estara, o no estara? Miss Clairol
el bano de color para el cabello.
[Woman & small boy] (In Selecciones
del reader's digest, Nov. 1963,
p.96-2) © 25Oct63; KK183751.

From Clairol research comes Kindness,
the new protein conditioner that
works instantly. (In Modern beauty
shop, Sept. 1964, p.36-37) Appl.
author: Bernbach, Inc. © 30Aug64;
KK183099.

The girl with the beautiful mouth,
she has it made with new Clairol
lip color. (In Life, Sept. 11,
1964, p.R5-R6, R8) Appl. author:
Foote, Cone & Belding. © 7Sep64;
KK183006.

If I've only one life, let me live it
as a blonde; Ultra-Blue Lady Clairol.
(In Look, Oct. 20, 1964, p.18-19)
Appl. author: Foote, Cone & Belding.
© 6Oct64; KK183270.

Information exchange, mix 'n' match
problems. (In Modern beauty shop,
Oct. 1964, p.46-48) Appl. author:
Foote, Cone & Belding. © 25Sep64;
KK183010.

Information exchange, \$100 winners
report on blondes and redheads.
(In American hairdresser, Aug. 1964,
p.16-18) Appl. author: Foote, Cone
& Belding. © 20Jul64; KK182406.

Miss Clairol introduces the new cool
color, MoonHaze no.32. (In American
hairdresser, Sept. 1964, p.20-21)
Appl. author: Foote, Cone & Belding.
© 20Aug64; KK183011.

CLAIROL, INC.-Con.

My hair's gray, now I love it that way. World's Fair. Clairol Come Alive Gray. (In Ladies' home journal, Oct. 1964, p.107) Appl. author: Foote, Cone & Belding. © 20Sep64; KK183271.

No other new product will offer you such plus profits... these women will shave with Ultra Smooth by Clairol. (In The Discount merchandiser, Sept. 1964, p.8-9) Appl. author: Foote, Cone & Belding. © 15Aug64; KK182405.

Now, if you color your hair here's a new kind of hair spray from Clairol: it won't change hair color; Miss Clairol hair spray. (In Look, Dec. 1, 1964, p.1) Appl. author: Foote, Cone & Belding. © 17Nov64; KK184598.

Now you can be a blonde of summer all year long; Creme Toner. (In Life, Sept. 11, 1964, p.2 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 9Sep64; KK182977.

Será o no será? Miss Clairol el bano de color para el cabello. (In Selecciones del reader's digest, Dec. 1964, p.7) © 25Nov64; KK184663.

Será o no será? Miss Clairol el bano de color para el cabello. (In Vanidades continental, Nov. 15, 1964, p.116) © 1Nov64; KK184664.

Superior Clairol products are just part of the picture. (In American hairdresser, July 1964, p.16-20) Appl. author: Foote, Cone & Belding. © 20Jun64; KK181724.

This may be the last time you ever see a blonde crying; Born Blonde. (In Modern beauty shop, Sept. 1964, p.31-35) Appl. author: Doyle Dane Bernbach, Inc. © 30Aug64; KK183100.

This world famous hairdresser tells why, why you should use a special colorfast shampoo if you color or lighten your hair. [Endorsed by Leslie Blanchard] (In McCall's, Oct. 1964, p.1) Appl. author: Foote, Cone & Belding. © 20Sep64; KK183005.

This world-famous hairdresser tells why you should use a special colorfast shampoo if you color or lighten your hair. [Endorsed by Frederic Jones] (In Hair style glamour, fall 1964, p.5) Appl. author: Foote, Cone & Belding. © 1Sep64; KK183268.

This world-famous hairdresser tells why you should use a special colorfast shampoo if you color or lighten your hair. [Endorsed by John Garrison] (In Life, July 31, 1964, p.1) Appl. author: Foote, Cone & Belding. © 27Jul64; KK182409.

This world-famous hairdresser tells why you should use a special colorfast shampoo if you color or lighten your hair. [Endorsed by R. Keith] (In Today's charm, fall 1964, p.5) Appl. author: Foote, Cone & Belding. © 4Aug64; KK183269.

This world-famous hairdresser tells why you should use a special colorfast shampoo if you color or lighten your hair. [Endorsed by Vidal Sassoon] (In Look, July 14, 1964, p.1) Appl. author: Foote, Cone & Belding. © 30Jun64; KK181962.

What does he look at second? Add a silky new complexion to your legs. New Ultra Smooth cosmetic shaving creme by Clairol. (In Life, Aug. 28, 1964, p.1) Appl. author: Foote, Cone & Belding. © 25Aug64; KK182410.

What does he look at second? Ultra Smooth cosmetic shaving creme by Clairol. (In The Evening bulletin, May 28, 1964, p.12) Appl. author: Foote, Cone & Belding. © 28May64; KK183022.

CLAMAGE, ROBERT R. See CLAMAGE INDUSTRIES, LTD.

CLAMAGE INDUSTRIES, LTD.
Duo bookmark. Card. © Clamage Industries, Ltd., solely owned by Robert R. Clamage; 10Oct64; KK183231.

CLARK GRAVE VAULT CO. ©
This is an hour when you reach for calm and knowing hands. (In The Saturday evening post, Oct. 17, 1964, p.57) Appl. author: Randal Smith West. © 17Oct64; KK183610.

CLEVELAND TWIST DRILL CO. ©
Cleveland announces Cle-Forge Mist-Jel oil feeding drills. Sheet. Appl. author: W. Emerson Wenger. © 11Dec64; KK184736.

High speed steel reamers with straight shanks, straight flutes. Folder. Appl. author: W. Emerson Wenger. © 14Oct64; KK184752.

Straight shank - high speed production length reamers. Sheet. Appl. author: W. Emerson Wenger. © 24Jul64; KK181931.

Twist drills complete your Black & Decker power drill kit. Folder. Appl. author: W. Emerson Wenger. © 30Jun64; KK181431.

CLINTON SUPPLY CO. ©
Positive fail safe, dependability; Dual-O-Matic power polarity reversing switch. 1 v. Appl. author: Seymour A. Cooperman. © 5Oct64; KK183261.

CLIPP CHEMICAL CO. ©
Princess perfumed cat litter. Sheet. Appl. author: James C. Clipp. © 10Sep64; KK183050.

CLOROBEN CHEMICAL CORP. ©
Cloroben-PT clears, drains grease traps, septic tanks, cesspools, drain fields; one U. S. gallon. On can. © 10Nov64; KK184647.
When septic systems fail, or drains run slow, use Cloroben-PT to make them go; guaranteed to work or it doesn't cost you a cent. © 1Sep64; KK182840.

CLOROX CO. ©
Because the bigger loads in your modern washers demand more cleaning power, a brand new Clorox. (In The Oregon journal, Nov. 12, 1964, p.12) Appl. author: Honig-Cooper & Harrington. © 12Nov64; KK184465.
Boy, those weak bleaches sure hand you a line; Clorox power gets out dirty collar lines. (In Sunday (The Indianapolis star) Nov. 15, 1964, p.3) Appl. author: Honig-Cooper & Harrington. © 15Nov64; KK184463.
Clorox gets out dirt detergents leave in. [Boys in football uniforms] (In McCall's, Sept. 1964, p.159) Appl. author: Honig-Cooper & Harrington. © 1Sep64; KK183033.

Clorox gets out dirt detergents leave in. Think bleach just whiteners? Try Clorox. (In Better homes and gardens, July 1964, p.4 of cover) Appl. author: Honig-Cooper & Harrington. © 1Jul64; KK182029.

Election year special; 35 presidential pencils. (In San Francisco examiner, Aug. 26, 1964, p.16) Appl. author: Honig-Cooper & Harrington. © 26Aug64; KK183032.

The first thing he'll wear is a bleached diaper. (In My baby, July 1964, p.15) Appl. author: Honig-Cooper & Harrington. © 1Jul64; KK182028.

Get this handy pen memo set free with mail-in coupon from Clorox king size. 5 1/2 quarts. (In Peoria journal star, June 18, 1964, p.C-18) Appl. author: Honig-Cooper & Harrington. © 18Jun64; KK182030.

Get your Clorox hostess special in time for holiday entertaining; bleach. (In San Francisco chronicle, Oct. 28, 1964, p.7WW) Appl. author: Honig-Cooper & Harrington. © 28Oct64; KK184464.

He gives you the shirt off his back; bleach. (In Buffalo courier-express, Nov. 15, 1964, p.18) Appl. author: Honig-Cooper & Harrington. © 15Nov64; KK184466.

Is a bleached diaper safer? (In The Bulletin, Oct. 1964, p.6) Appl. author: Honig-Cooper & Harrington. © 10Oct64; KK184468.

New from Clorox, easiest pouring bleach bottle ever. (In Dallas times herald, July 9, 1964, p.22D) Appl. author: Honig-Cooper & Harrington. © 9Jul64; KK182032.

Save 25¢ on Clorox; it's like getting 2 weeks bleaching free. (In The Indianapolis news, June 18, 1964, p.42) Appl. author: Honig-Cooper & Harrington. © 18Jun64; KK182031.

Two cups of weak bleach with your detergent can't get out this oily body dirt; one cup of Clorox can. (In The Atlanta journal and Constitution magazine, Nov. 15, 1964, p.3) Appl. author: Honig-Cooper & Harrington. © 15Nov64; KK184467.

2 hours old, should he wear a bleached diaper? (In California medicine, July 1964, p.43) Appl. author: Honig-Cooper & Harrington. © 15Jul64; KK182027.

CLUB DISTILLING CO. ©
New club cocktails. (In Boston record American, June 29, 1964, p.10) Appl. author: Benton & Bowles, Inc. © 29Jun64; KK181736.

COCA-COLA CO. ©
Learning the ropes goes better refreshed. Coca-Cola with the big, bold taste gives that special zing. (In Boys' life, June 1964) Appl. author: McCann-Erickson, Inc. © 25May64; KK181423.

The never-too-sweet taste of ice cold Coca-Cola refreshes best. (In Sepia, Sept. 1964, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 7Aug64; KK184493.

The pause that refreshes; the never-too-sweet taste of Coca-Cola, with a special zing, refreshes best. (In Family circle, April 1964) Appl. author: McCann-Erickson, Inc. © 16Mar64; KK181413.

People go better refreshed; Coca-Cola never too sweet, adds zing, refreshes best. (In Reader's Digest, May 1964) Appl. author: McCann-Erickson, Inc. © 21Apr64; KK181414.

Scouts decree a jamboree, at Valley Forge, July 17 to 23; the bottlers of Coca-Cola salute you. (In Boys' life, July 1964) Appl. author: McCann-Erickson, Inc. © 25Jun64; KK181421.

Scoutsmanship goes better refreshed; things go better with Coke. (In Boys' life, March 1964) Appl. author: McCann-Erickson, Inc. © 25Feb64; KK181422.

That's using your pumpkin; things go better with Coke. (In Family circle, Oct. 1964, p.19) Appl. author: McCann-Erickson, Inc. © 15Sep64; KK184491.

Things go better with Coke. Bottle in snow. Poster. Appl. author: McCann-Erickson, Inc. © 3Aug64; KK182590.

Things go better with Coke. Glass on branches. Poster. Appl. author: McCann-Erickson, Inc. © 3Jun64; KK182591.

Things go better with Coke. Grilled cheese. Poster. Appl. author: McCann-Erickson, Inc. © 1Sep64; KK182589.

Things go better with Coke. Halloween. Poster. Appl. author: McCann-Erickson, Inc. © 1Oct64; KK184502.

Things go better with Coke. Ice cave. Poster. Appl. author: McCann-Erickson, Inc. © 1Jul64; KK182588.

Things go better with Coke; people go better refreshed. Gal & 3 guys. (In Life, July 31, 1964) Appl. author: McCann-Erickson, Inc. © 26Jul64; KK182582.

Things go better with Coke; you'll go better refreshed. [Frozen branches & glass] (In Sepia, June 1964, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 8May64; KK182581.

Things go better with Coke; you'll go better refreshed. [Frozen waterfall & bottles] (In Sepia, Aug. 1964, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 3Jul64; KK182583.

Things go better with Coke; you'll go better refreshed. [Ice cave & bottles] (In Sepia, July 1964, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 5Jun64; KK182584.

Win a World's Fair trip for yourself & 25 friends; see the Fair Sweepstakes. (In Ebony, May 1964, p.13) Appl. author: McCann-Erickson, Inc. © 19Apr64; KK181420.

Woodcraft goes better refreshed; things go better with Coke. (In Boys' life, Oct. 1964, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 25Sep64; KK184492.

COCA-COLA CO. DUNCAN FOODS CO. See DUNCAN FOODS CO.

COFFEE HOUSE IMPORTS CO. ©

Coffee House liqueur, open for your enjoyment 'round the clock. (In Guide to the Virgin Islands, N. Y. World's Fair ed., 1964-1965, p.13) Appl. author: Otto Kleppner. © 15Apr64; KK183799.

Here it is, a beautiful source of profits, imported Coffee House liqueur. (In Beverage media, metro ed., June 1964, p.4 of cover) Appl. author: Otto Kleppner. © 1Jun64; KK181876.

Open for your enjoyment 'round the clock, Coffee House liqueur. (In Cue, Sept. 26, 1964, p.3 of cover) Appl. author: Otto Kleppner. © 26Sep64; KK183274.

COHOES CARRYBAG CO., INC. ©

Safari design. Artist: Hazel Tertsakian. On bag. © 4Jun64; KK181630.

COLFAX LABORATORIES.

New relaxant tablet calms tension-indigestion; Trangent new stomach relaxant tablets. (In The Oakland tribune, July 8, 1964, p.20) Appl. author: Kastor Hilton Chesley Clifford & Atherton, Inc. © Colfax Laboratories, division of Shulton; 8Jul64; KK182749.

Now, for men with sensitive skin, first time; Nordik. (In The Hartford times, Oct. 19, 1964, p.35) Appl. author: Kastor Hilton Chesley Clifford & Atherton, Inc. © Colfax Labs, div. of Shulton; 19Oct64; KK184370.

Tension indigestion? Trangent; new stomach relaxant tablets. (In San Francisco news call bulletin, July 6, 1964, p.12) Appl. author: Kastor Hilton Chesley Clifford & Atherton, Inc. © Colfax Laboratories, division of Shulton; 6Jul64; KK183826.

COLGATE-PALMOLIVE CO. ©

Ajax says aloha, with two powerful new products. (In Star-Bulletin, Honolulu, Sept. 9, 1964, p.15) Appl. author: Norman, Craig & Kummel, Inc. © 9Sep64; KK183316.

Are your dishes really clean enough to eat off of? Amazing new Palmolive liquid with a special germ-fighter; lotion mild Palmolive with hexachlorophene. (In Better homes & gardens, Aug. 1964) Appl. author: Ted Bates & Co., Inc. © 15Jul64; KK184038.

Are your dishes really clean enough to eat off of? Amazing new Palmolive liquid with a special germ-fighter; lotion mild Palmolive with hexachlorophene. [Boy seen through glass plate] (In Better homes & gardens, Oct. 1964) Appl. author: Ted Bates & Co., Inc. © 15Sep64; KK184040.

4 reasons why you'll make more profit with the no.1 fun bath, Colgate Soaky. (In Supermarket news, June 15, 1964, p.13) Appl. author: Ted Bates & Co., Inc. NM: additions & revisions. © 15Jun64; KK184133.

Have you tried this giant of a bleach? New Action gets clothes whiter than the leading liquid bleach; Action chlorine bleach. (In Rural gravure, Oct. 1964) Appl. author: Ted Bates & Co., Inc. © 8Oct64; KK184520.

A new invention, Tender Loving Care, first concentrated fabric softener that softens, whitens, germproofs, too. (In Redbook, Dec. 1964, p.102) Appl. author: Ted Bates & Co., Inc. © 18Nov64; KK184514.

On Jan. 21, 1964, a new cleanser actually beat Ajax; try new blue Ajax power cleanser. (In Buffalo courier-express, Aug. 23, 1964, p.19) Appl. author: Norman, Craig & Kummel, Inc. © 23Aug64; KK182544.

Put a bouquet in your bath, new Cashmere Bouquet. (In The Toledo blade, July 12, 1964, p.14) Appl. author: Norman, Craig & Kummel, Inc. © 12Jul64; KK182034.

Smells like money; all new Cashmere Bouquet beauty soap. (In The Progressive grocer, July 1964, p.162) Appl. author: Norman, Craig & Kummel, Inc. © 1Jul64; KK182692.

This is real chicken Tetrizzini, not frozen, only one woman in a hundred could fix it until now; Colgate Kitchens chicken Tetrizzini mix. (In Parade, Sept. 20, 1964, p.5) Appl. author: Ted Bates & Co., Inc. © 20Sep64; KK184039.

The town of Chester proves new cold-water detergent superior in 2 years of family tests. (In Ladies home journal, Aug. 1964, p.T2-T3) Appl. author: Norman, Craig & Kummel, Inc. © 27Jul64; KK182693.

Trade in your old floor cleaner for proof that new Ajax Bucket of Power cleans faster. (In Herald journal, Oct. 28, 1964, p.42) Appl. author: Norman, Craig & Kummel, Inc. © 28Oct64; KK183850.

Why do women look younger in Florence? This is the younger look of a continental woman; continental Palmolive soap. (In Look, Sept. 22, 1964) Appl. author: Ted Bates & Co., Inc. © 8Sep64; KK184037.

Why does the continental woman look younger? Announcing new richer continental Palmolive with creme de bain; soap. [Photo of Madame Lina Ledoux] (In Look, July 28, 1964) Appl. author: Ted Bates & Co., Inc. © 14Jul64; KK184042.

World-wide operation with deep roots in the Garden State. (In Fortune, July 1964, p.52) Appl. author: Ted Bates & Co., Inc. © 30Jun64; KK184043.

COLLEGE INN DIVISION, PENICK & FORD LTD., INC. See PENICK & FORD LTD., INC. COLLEGE INN DIVISION.

COLLEGE INN FOOD PRODUCTS CORP. ©

Ahoy, College Inn big broth sale. (In Newsday, Long Island, June 3, 1964, p.4c) © 3Jun64; KK182448.

COLLEGE QUIZ BOWL CO. ©

Alumni fun game, a game where old grads, new grads, test their knowledge, teenagers too, prepare for college. No.4408. [By] Milton Bradley Co. On wrapper. © 24Feb64; KK184611.

A game where old grads, new grads, test their knowledge, teenagers too, prepare for college. (Alumni fun game) No.4408-XI. Sheet. Appl. author: Milton Bradley Co. © 24Feb64; KK184622.

COLLINS, JOHN W. ©

Carbon Monoxide Fume Spy Co. Sheet. © 4Dec64; KK184479.

COLOR TILE OF COLORADO, INC. ©

Better your home with tile at Color Tile; tremendous selections. (In The Denver post, Aug. 16, 1964, p.23) © 16Aug64; KK182872.

Big Chief color tile speak with straight tongue to tile buyers. (In The Denver post, Sept. 20, 1964, p.18) © 20Sep64; KK183243.

Bring your wife in; lots to see at Color Tile. (In The Denver post, July 19, 1964, p.18) © 19Jul64; KK182867.

Color tile drama for your floors, coordinated color for every room, kitchens, bathrooms, bedrooms, even basements. (In The Denver post, Nov. 15, 1964, p.38) © 15Nov64; KK184506.

Color tile is the place to buy your tile; here's proof. (In The Denver post, June 14, 1964, p.18A) © 14Jun64; KK181794.

Every day is ladies day at Color Tile. (In The Denver post, Oct. 25, 1964, p.14) © 25Oct64; KK183839.

Headquarters for the tile-it-yourselfer; just in, carloads and carloads of ceramic mosaics. (In The Denver post, Aug. 23, 1964, p.23) © 23Aug64; KK182871.

COLOR TILE OF COLORADO, INC.-Cont.

Home sweet home tile, buy today; all 4 Color Tile stores are open 11 to 5. (In The Denver post, Sept. 13, 1964, p.5) © 13Sep64; KK183242.

Just the ticket; for bathrooms, kitchens, showers, backplash; famous Santa Clara genuine ceramic wall tile. (In The Denver post, Aug. 9, 1964, p.39) © 9Aug64; KK182873.

Look! Take a peek at Color Tile, see the largest stocks in town. (In The Denver post, Nov. 29, 1964, p.40) © 29Nov64; KK184509.

The magazine look of luxury tile. (In The Denver post, June 28, 1964, p.6) © 28Jun64; KK181793.

Make your home look like a million, see Color Tile for floor and wall beauty all through your house. (In The Denver post, Nov. 22, 1964, p.20) © 22Nov64; KK184507.

New ideas in tile, the newest, the latest. (In The Denver post, June 7, 1964, p.24A) © 7Jun64; KK181796.

Not all the beauties are at the beach; there's plenty at Color Tile. (In The Denver post, July 26, 1964, p.18) © 26Jul64; KK182866.

Say Goodbye forever to dingy floors. (In The Denver post, Oct. 11, 1964, p.22) © 11Oct64; KK183837.

Sparkle plenty tile, the kind you want. (In The Denver post, July 5, 1964, p.22) © 5Jul64; KK182869.

Step on it, hurry, buy it now; tile at today's low prices. (In The Denver post, Aug. 30, 1964, p.20) © 30Aug64; KK182870.

Summer's over, all Color Tile stores are now open Sundays from 11 to 5. (In The Denver post, Sept. 6, 1964, p.15) © 6Sep64; KK183241.

There's a tile floor for you at Color Tile. (In The Denver post, Oct. 18, 1964, p.6) © 18Oct64; KK183840.

This is Color Tile; another new store in Denver. (In The Denver post, Aug. 2, 1964, p.18) © 2Aug64; KK182874.

Tile event of the year! Sale vinyl tile asbestos fortified. (In The Denver post, Nov. 1, 1964, p.39) © 1Nov64; KK184505.

Tile spoken here; we are tile specialists; famous quality Amtico and Flinlkote brands. (In The Denver post, June 21, 1964, p.20) © 21Jun64; KK181795.

Tile to go, take it right home with you. (In The Denver post, Sept. 27, 1964, p.25) © 27Sep64; KK183244.

Tile, you need it? We've got it. (In The Denver post, July 12, 1964, p.18) © 12Jul64; KK182868.

Tons of tile, largest stocks in town for you to choose from. (In The Denver post, Oct. 4, 1964, p.30) © 4Oct64; KK183838.

Wow, what a tile sale, from the big one! Color Tile supermarkets! A terrific buy! Famous Amtico brand vinyl floor tile. (In The Denver post, Nov. 8, 1964, p.42) © 8Nov64; KK184508.

COLORFORMS. ©

Humpty Dumpty. On wrapper. (A Colorforms toy, 149 98) illus. signed: Mandel. © 4Mar64; KK182187.

Humpty Dumpty. On wrapper. (A Colorforms toy, 2149 98) illus. signed: Mandel. © 4Mar64; KK182186.

Mary had a little lamb. On wrapper. (A Colorforms toy, 144 98) illus. signed: Mandel. © 6Mar63 (in notice: 1962); KK182185.

Mary had a little lamb. On wrapper. (A Colorforms toy, 2144 98) illus. signed: Mandel. © 6Mar63 (in notice: 1962); KK182184.

Monster Print Putty; 1006. Card. © 8Dec64; KK184791.

COMET RICE MILLS, INC. ©

The Comet rice 20 day-20 pound no hunger diet. Folder. © 27Sep63; KK181961.

501 doctors requested 10,200 Comet rice diets for their patients. (In News, Dallas, Oct. 15, 1964, section 5, p.4) NM: Additions & revisions. © Comet Rice Mills, Inc. (in notice: Comet Rice); 15Oct64; KK183378.

Wonder parboiled Longrain-American rice; net weight 2 lbs. On wrapper. NM: additions & revisions. © 2Nov64; KK183800.

COMPORDENT DIVISION, PETER, STRONG & CO., INC. See PETER, STRONG & CO., INC. COMPORDENT DIVISION.

COMMONWEALTH EDISON CO.

Look for this gold medallion when you look for a new home. (In Chicago tribune, Sept. 19, 1964, section 1B, p.6) © Commonwealth Edison Co. otherwise known as Commonwealth Edison Public Service Co.; 19Sep64; KK183420.

COMPONENTS DIVISION, ALLEN ORGAN CO. See ALLEN ORGAN CO. COMPONENTS DIVISION.

COMPTON (F. E.) CO.

Bookcase. Sheet. © F. E. Compton Co., division of Encyclopaedia Britannica, Inc.; 11May64; KK182357.

COMSTOCK FOOD MANAGEMENT, INC. ©

Happy Host Coffee Shop. Folder. © 28May64; KK183810.

CONLAN-SIELOFF INDUSTRIES. ©

Ski wall rack. On folding carton. © 15Jun64; KK182752.

CONSOLIDATED CIGAR CORP. ©

Let George do it; El Producto cigare. [Endorsed by George Burns] (In Tobacco record, Sept. 1964, p.8) © 1Sep64; KK183595.

CONTINENTAL BAKING CO., INC. ©

Announcing an exciting new bread that lets you taste the over-fragrant flavor of 1904. (In The St. Petersburg times, Mar. 19, 1964, p.10-D) Appl. author: Ted Bates & Co., Inc. © 19Mar64; KK181982.

Announcing Wonder bakers sandwich rye bread, another member of the popular new Wonder bakers' variety breads family. (In Post-tribune, Gary, Ind., Feb. 4, 1964) Appl. author: Ted Bates & Co., Inc. © 4Feb64; KK181975.

Best thing that ever happened to round bread, new Wonder round. (In Journal-news, Hamilton, Ohio, Jan. 15, 1964) Appl. author: Ted Bates & Co., Inc. © 15Jan64; KK181972.

Big news, little loaves from Daffodil farm; more variety, less waste because little loaves disappear so fast. (In Reporter-dispatch, White Plains, N. Y., Oct. 9, 1963) Appl. author: Ted Bates & Co., Inc. © 9Oct63; KK181983.

Continental Baking Co. congratulates Nargus on their golden anniversary. (In Nargus bulletin, June 1964, p.99) Appl. author: Ted Bates & Co., Inc. © 5Jun64; KK182156.

Famous Wonder bread comes to town; soft whirled Wonder enriched bread helps build strong bodies 12 ways. (In The Fresno bee, May 20, 1964, p.3-C) Appl. author: Ted Bates & Co., Inc. © 20May64; KK181981.

The greatest bread ever to carry the Wonder name; now, new-recipe Wonder bread more tender than ever for baby's taste. (In The Washington post, Apr. 9, 1964, p.D18) Appl. author: Ted Bates & Co., Inc.; © 9Apr64; KK181980.

It's the greatest round bread of all, new Wonder round sandwich bread. (In The Journal gazette, Fort Wayne, Apr. 1, 1964) Appl. author: Ted Bates & Co., Inc. © 1Apr64; KK181973.

Kris, the friendly Wonder giant, has arrived ... He's here, the Wonder giant is in town with big Wonder country style bread. (In West central daily tribune, Willmar, Minn., May 20, 1964, p.10) Appl. author: Ted Bates & Co., Inc. © 20May64; KK184516.

Make the triple test between Wonder and any other bread; new Wonder soft whirled has no holes, perfect texture. (In News press, Santa Barbara, Calif., Apr. 29, 1964) Appl. author: Ted Bates & Co., Inc. © 29Apr64; KK181979.

Open this wrapper and rediscover the honest-to-goodness taste of bread; Wonder bakers honey cracked wheat bread. (In Post-dispatch, St. Louis, Apr. 30, 1964) Appl. author: Ted Bates & Co., Inc. © 30Apr64; KK181976.

Open this wrapper and rediscover the honest-to-goodness taste of bread; Wonder bakers old country rye bread. (In Post-dispatch, St. Louis, May 5, 1964) Appl. author: Ted Bates & Co., Inc. © 5May64; KK181977.

Open this wrapper and rediscover the honest-to-goodness taste of bread; Wonder bakers 100% whole wheat bread. (In Globe-democrat, St. Louis, Apr. 28, 1964) Appl. author: Ted Bates & Co., Inc. © 28Apr64; KK181971.

Open this wrapper and rediscover the honest-to-goodness taste of bread; Wonder bakers sandwich rye bread. (In Globe-democrat, St. Louis, May 7, 1964) Appl. author: Ted Bates & Co., Inc. © 7May64; KK181974.

Q: What makes this the greatest sandwich loaf ever baked? A: These 4 exciting features. (In Independent, Newport, Ark., Mar. 31, 1964) Appl. author: Ted Bates & Co., Inc. © 31Mar64; KK181978.

They were all asked the same question: What's so special about Wonder round bread? Wonder round sandwich bread. (In The News, New York, Apr. 23, 1964) Appl. author: Ted Bates & Co., Inc. © 23Apr64; KK182157.

The years 1 to 12 are your child's Wonder years, the formative years; make the most of these Wonder years with Wonder enriched bread. (In The Bee, Modesto, Calif., Mar. 30, 1964) Appl. author: Ted Bates & Co., Inc. © 30Mar64; KK182155.

CONTINENTAL ILLINOIS NATIONAL BANK & TRUST CO. OF CHICAGO. ©

Be prepared for Christmas with a Continental check-credit account. (In Chicago tribune, Dec. 2, 1964, section 3, p.9) Appl. author: Earle Ludgin & Co. © 2Dec64; KK184548.

- Continental opens a London branch, again; now we have two. (In Chicago Tribune, June 25, 1964, section 3, p.6) Appl. author: Earle Ludgin & Co. © 25Jun64; KK181406.
- How a horse with a wooden leg can be a sure thing. (In Chicago Tribune, Nov. 20, 1964, section 3, p.6) Appl. author: Earle Ludgin & Co. © 20Nov64; KK184549.
- If your savings earn more elsewhere, why in the world should you save at a full service bank? Good question. (In The Chicago Tribune, July 29, 1964, section 1, p.28) Appl. author: Earle Ludgin & Co. © 29Jul64; KK182540.
- In the language of international code: Come aboard. (In Illinois banker, Nov. 1964, p.9) Appl. author: Earle Ludgin & Co. © 1Nov64; KK184422.
- Is this the time to hire a lawyer? (In Chicago daily news, Nov. 10, 1964, p.53) Appl. author: Earle Ludgin & Co. © 10Nov64; KK184287.
- It isn't always easy to give 11,500 dollars away. (In Chicago daily news, Oct. 14, 1964, p.77) Appl. author: Earle Ludgin & Co. © 14Oct64; KK183816.
- Of googols, profits and money as a raw material. (In Chicago daily news, July 23, 1964, p.43) Appl. author: Earle Ludgin & Co. © 23Jul64; KK182355.
- The sales vice president said his real competitors were in his own company. (In Newsweek, Oct. 5, 1964, p.4-5) Appl. author: Earle Ludgin & Co. © 29Sep64; KK183362.
- Should you pick vice presidents according to their height? (In The Wall Street Journal, Midwest & Eastern ed., Aug. 19, 1964, p.7) Appl. author: Earle Ludgin & Co. © 19Aug64; KK182539.
- Suddenly you wish you could borrow \$220. (In Chicago daily news, Nov. 5, 1964, p.55) Appl. author: Earle Ludgin & Co. © 5Nov64; KK184204.
- Suddenly you wish you could borrow 300 dollars, you've already got it with Continental Check-Credit. (In Chicago Tribune, Oct. 14, 1964, section 3, p.11) Appl. author: Earle Ludgin & Co. © 14Oct64; KK183815.
- Suddenly you wish you could borrow \$358; you've already got it with Continental check-credit. (In Daily news, Chicago, July 16, 1964, p.51) Appl. author: Earle Ludgin & Co. © 16Jul64; KK181762.
- Suddenly you wish you could borrow \$399.95; you've already got it with Continental check-credit. (In Chicago daily news, June 11, 1964, p.47) Appl. author: Earle Ludgin & Co. © 11Jun64; KK181345.
- Underwriters play an important part in estate planning. (In The Voice of I. L. U. A., fall 1964, p.9) Appl. author: Earle Ludgin & Co. © 15Oct64; KK183817.
- What every man should know; about being a widow. (In Ravinia program, June 16, 1964 to Aug. 8, 1964, p.26) Appl. author: Earle Ludgin & Co. © 16Jun64; KK181404.
- What's the truth about that nightingale? (In The Chicago Tribune, Aug. 11, 1964, section 3, p.9) Appl. author: Earle Ludgin & Co. © 11Aug64; KK182767.
- When a banker can't see beyond the end of it, he's in trouble. (In Illinois banker, Oct. 1964, p.11) Appl. author: Earle Ludgin & Co. © 10Oct64; KK184421.
- Why will Chicago's tallest building have only 31 floors? (In Chicago American, June 18, 1964, p.29) Appl. author: Earle Ludgin & Co. © 18Jun64; KK181405.
- Will the real family banker please stand up? People know who's who. (In Illinois banker, July 1964, p.9) Appl. author: Earle Ludgin & Co. © 10Jul64; KK181763.
- CONTINENTAL INSURANCE COMPANIES. © Before you let anybody smack into your fender, make sure he's covered by Continental Insurance. (In Business week, Aug. 22, 1964, p.43) Appl. author: Doyle Dane Bernbach, Inc. © 20Aug64; KK182655.
- Our gimmick. (In Time, Nov. 20, 1964, p.112) Appl. author: Doyle Dane Bernbach, Inc. © 18Nov64; KK184285.
- When a Continental agent shows you how to lower your insurance premiums. (In Business week, July 25, 1964, p.107) Appl. author: Doyle Dane Bernbach, Inc. © 23Jul64; KK182488.
- When a Continental agent shows you how to lower your insurance premiums, thereby cutting his own income, he's dumb; like a fox. (In Reader's digest, Oct. 1964, p.163) Appl. author: Doyle Dane Bernbach, Inc. © 28Sep64; KK183353.
- Your client is a big, brawny Philistine; can you insure him against slingshot wounds? (In Best's life news, Oct. 1964, p.19) Appl. author: Doyle Dane Bernbach, Inc. © 29Sep64; KK183352.
- Your client is a chivalrous Spaniard on a rickety white horse. Can you insure him against windmills? (In Best's insurance news, July 1964, p.10) Appl. author: Doyle Dane Bernbach, Inc. © 28Jun64; KK181777.
- Your client is a nice, innocent kid in a red hood, can you insure her against wolves? (In Best's life news, Sept. 1964, p.75) Appl. author: Doyle Dane Bernbach, Inc. © 30Aug64; KK182976.
- CONTINENTAL OIL CO. © Another hottest brand value from Conoco, free quart of oil with filter and oil change. (In The Denver post, Mar. 17, 1964, p.38) © 17Mar64; KK181491.
- Another hottest brand value from Conoco, free while they last, lustrous party tumbler with 8 gal. purchase or over. (In The Denver post, May 1, 1964, p.55) © 1May64; KK181490.
- Another hottest brand value from Conoco; Homestead custom lawn food. (In Shreveport Journal, Apr. 3, 1964) © 3Apr64; KK182852.
- Conoco has a money making package for you. (In National petroleum news, May 1964, p.151) © 28Apr64; KK181493.
- Free quart of oil, another hottest brand value from Conoco. Sheet. © 10Mar64; KK181950.
- Get this 128-page Deluxe Touraide travel guide free when you ask for a Conoco credit card. (In The Journal of the Iowa medical society, July 1964, p.x1) © 1Jul64; KK181789.
- Happy is the piston that gets pushed around by Conoco. (In The Talon, Oct. 1964, p.7) © 5Oct64; KK184726.
- Highlights of a year of growth. (In Forbes, Apr. 15, 1964, p.46) © 12Apr64; KK181495.
- Hottest brand value from Conoco, exclusive 1 year free replacement on new heavy & extra heavy duty Conoco batteries. (In The Denver post, Sept. 21, 1964, p.12) © 21Sep64; KK184727.
- I guarantee it; full anti-freeze protection ... with Conoco's guaranteed anti-freeze service. (In The Herald-whig, Quincy, Ill., Oct. 2, 1964, p.8A) © 20Oct64; KK184724.
- Local retail advertising - special promotion; another hottest brand value from Conoco; lustrous party tumbler. Sheet. © 1May64; KK181800.
- 1917-1964, talk about dependability; Conoco. [Endorsed by Doug Stewart] (In Western farm life, Dec. 1964, p.4 of cover) © 25Nov64; KK184725.
- Now, hot new 580's for Frontier Airlines, jet fueled by Conoco. (In The Denver post, May 31, 1964, p.2AAAA) © 31May64; KK181492.
- One of the hottest properties in the petroleum business; Conoco. (In The Oil daily, Nov. 16, 1964, p.6) © 16Nov64; KK184722.
- The only oil you need for every engine on your farm; Conoco. (In The Progressive farmer, June 1964, p.5) © 15May64; KK181494.
- Specification slide guide rule for Conoco motor oils. © 16Mar64; KK182446.
- This distinguished emblem on your car can save you time and trouble in emergencies. (In The Journal of the Arkansas medical society, July 1964, p.31) © 20Jul64; KK181790.
- What has Conoco done for you lately? (In The Oil daily, Nov. 30, 1964, p.10) © 30Nov64; KK184723.
- CONVERSATION STUDIES. © Why can't you converse? By Vince Lyle. Illus. signed: Dick Huber. (In Chicago-sun times, Aug. 18, 1964, p.14) Appl. author: Markus-Campbell Co. © 18Aug64; KK182844.
- CONWAY, GERALDINE. See HANDS & HEART PRODUCTS.
- CONWAY, JOSEPH. See HANDS & HEART PRODUCTS.
- COQUINA FOOD PRODUCTS, INC. © Queen of the sea broth, serve hot or cold; 7 1/2 fluid ounces. Sticker. Appl. author: Patrick J. Sullivan. © 5Nov64; KK184048.
- COTY, INC. © L'Almant, parfum de Coty; nothing makes a woman more feminine, more attractive. (In The New Yorker, Oct. 13, 1962, p.114) Appl. author: Dancer, Fitzgerald & Sample. © 13Oct62; KK184207.
- COVENTRY (SARAH) INC. © Blue lagoon. (In Vogue, July 1964, p.19) Appl. author: The Rumrill Co., Inc. © 1Jul64; KK181779.
- COX & TANZ. © Your Opel Kadett dealer dares you to compare. (In Philadelphia inquirer, June 24, 1964, p.31) Appl. author: Eugene Robert Tanz. © 24Jun64; KK181569.
- COWLES DISSOLVER CO., INC. © Hi-Shear mixing and dispersing; model 8-VT. Sheet. (Catalog no.318) © 4Nov64; KK184478.
- Hi-Shear mixing and dispersing; model 410-VHV. Sheet. (Catalog no.305) © 4Nov64; KK184477.

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Outdoor posters designed to build
business for financial advertisers.
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CRAWFORD PRODUCTS.

Glas-Glo, the most modern eye-glass
cleaner. Folder. © W. I. Crawford
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instructions. Sheet. © 7Oct64;
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set up instructions. Sheet.
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more floor merchandiser. Sheet.
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extender. Sheet. © 2Sep64;
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day specials pole display. Sheet.
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Bear pole display. Sheet.
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d'Or counter display. Sheet.
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washer and dryer display. Sheet.
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channel display. Sheet.
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merchandiser. Sheet. © 25Jun64;
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Cheer NFL football display.
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Florida fiesta pole display.
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fun house pole display. Sheet.
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saving party soap bin and card.
Sheet. © 17Jul64; KK181951.

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chandiser. Sheet. © 8Dec64;
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How to set up your Red Owl motion
pole display. Sheet. © 8Dec64;
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display. Sheet. © 4Dec64;
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cleaning floor merchandiser.
Sheet. © 23Oct64; KK183580.

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display. Sheet. © 17Jul64;
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display. Sheet. © 25Jun64;
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play; carefully remove all 3 display
parts from shipping carton. Sheet.
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How to set-up your Tweed counter dis-
play; carefully remove packing
material from top of display and
product. Sheet. © 13Jul64;
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How to set up your Walgreen Anefrin
cough & cold floor merchandiser.
Sheet. © 26Jun64; KK181528.

How to set up your Walgreen floor
merchandiser. Sheet. © 28Jun64;
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How to set up your Watkins-Strathmore
jigsaw puzzle floor merchandiser.
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display. Sheet. © 21Sep64;
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display card. Sheet. © 20Oct64;
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for men wire counter display.
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paper display material. Sheet.
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CRESTA BLANCA VINEYARDS. ©

Cresta Blanca wine press.
© 21Nov63; KK181382.

CRESTWARE CORP. ©

Magic tape mounting kit; no tools,
no screws, no holes. Appl. author:
Jack Wachtel. © 4Feb63; KK182166.

CROFTON CORP. ©

Contract of sale. Sheet. Appl. au-
thor: Design & Production, Inc.
© 3Aug64; KK182687.

Crofton; a planned private community.
Folder. Appl. author: Design &
Production, Inc. © 22Sep64;
KK183528.

Crofton Golf Club membership applica-
tion. Sheet. Appl. author: Design
& Production, Inc. © 3Aug64;
KK182232.

Directory of information. 1 v.
Appl. author: Design & Production,
Inc. © 3Aug64; KK182686.

Golf course. Folder. Appl. author:
Design & Production, Inc.
© 22Sep64; KK183527.

Golf course; a true championship
course in an environment of natural
beauty. Folder. Appl. author:
Design & Production, Inc.
© 22Sep64; KK183529.

CROWN GARAGE BUILDERS & MODERNIZATION
CO., INC. ©

Big 2-car garage; \$888 any code all
suburbs. (In The Detroit news,
June 22, 1964) © 22Jun64;
KK182777.

CROWNLITE FLUORESCENT CORP. ©

Crownlite product parade. Folder.
© 1Mar64; KK181459.

CROWTHER, G. RODNEY.

Summer 1964. s64. Sheet.
© Rod Crowther; 26Aug64;
KK183212.

CROWTHER, G. RODNEY, III.

Catalog B G. Card. © Rod Crowther;
1Jun64; KK181835.

CROWTHER, ROD. ©

Catalog BW Bill Williams. Card.
© 15Jul64; KK181801.

CROWTHER, ROD. See CROWTHER, G. ROD-
NEY, III.

CRYSTAL CO. ©

Strings for guitar. Folder. Appl.
author: Alvaro G. Carvajal.
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CUPID'S RENDEZVOUS, INC. ©
Love-U-Gram. Sheet. © 11Dec64;
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CURTIS PUB. CO. ©
Subscription fulfillment through the
Curtis Data Center. 1 v.
© 8Jun64; KK182135.

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DAILY PRESS, INC. ©
Bess Seller. (In Times herald,
Newport News, Va., Oct. 1, 1964,
p.1) © 10Oct64; KK183636.

DAIRY STATE FOODS, INC. ©
Toy bus animal crackers. Net weight
1 7/8 ounces. On folding carton.
© 27Jul64; KK182140.

DAM THING.
Another Dam Thing. Sheet. © Dam
Thing d.b.a. Dam Things Establish-
ment; 21Sep64; KK184654.

DAM THINGS ORIGINALS.
Dressed trolls. Card. © Dam Things
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lishment; 30Oct64; KK184652.

The Mini Mascot Troll goes to school.
Card. © Dam Things Originals
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7Oct64; KK184651.

The Mini Mascot Troll goes to school.
Sheet. © Dam Things Originals
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DAMICO, FRANCES G. See SCOTTS VALLEY
WALNUT SHELLING.

DANIEL (JACK) DISTILLERY.

Deep in Tennessee, one small
distillery still takes time to
make a rare whiskey; Old no.7.
(In True, Oct. 1964, p.123)
Appl. author: Gardner Advertising
Co. © Jack Daniel Distillery, Lem
Motlow, Prop., Inc.; 10Oct64;
KK184431.

Deep in the Cumberlands, Jack Daniel
began a tradition of gentling his
whiskey to a rare sippin' quality;
Old no.7. (In True, Dec. 1964,
p.99) Appl. author: Gardner Adver-
tising Co. © Jack Daniel Distillery,
Lem Motlow, Prop., Inc.; 1Dec64;
KK184424.

Hard maple is brought down to Jack
Daniel's Hollow, sawed up, and
rick-burned; Old no.7. (In Sports
illustrated, Aug. 31, 1964, p.62)
Appl. author: Gardner Advertising
Co. © Jack Daniel Distillery,
Lem Motlow, Prop., Inc.; 31Aug64;
KK184413.

If you like stories about the old
days, all you have to do is sit
around Jack Daniel's; Old no.7.
(In The Atlantic, Sept. 1964, p.109)
Appl. author: Gardner Advertising
Co. © Jack Daniel Distillery, Lem
Motlow, Prop., Inc.; 1Sep64;
KK184430.

It stays pretty quiet around Jack
Daniel's Hollow; Old no.7. (In U. S.
news & world report, Sept. 7, 1964,
p.93) Appl. author: Gardner Adver-
tising Co. © Jack Daniel Distillery,
Lem Motlow, Prop., Inc.; 7Sep64;
KK184411.

Jack Daniel's Hollow is an especially
good place to make Tennessee whiskey;
Old no.7. (In Business week,
Sept. 5, 1964, p.110) Appl. author:
Gardner Advertising Co. © Jack
Daniel Distillery, Lem Motlow,
Prop., Inc.; 5Sep64; KK184412.

Jack Daniel's new sawmill makes it a
little easier for us when we make the
charcoal; Old no.7. (In Business
week, Oct. 3, 1964, p.82) Appl.
author: Gardner Advertising Co.
© Jack Daniel Distillery, Lem
Motlow, Prop., Inc.; 30Oct64;
KK184425.

Jack Daniel's old desk and office
continually remind us of a promise
he made to you; Old no.7. (In True,
Nov. 1964, p.111) Appl. author:
Gardner Advertising Co. © Jack
Daniel Distillery, Lem Motlow,
Prop., Inc.; 1Nov64; KK184417.

The man who makes the iced tea at
Lynchburg's hotel says it's better;
Old no.7. (In The Wall street
journal, Sept. 21, 1964, p.4)
Appl. author: Gardner Advertising
Co. © 21Sep64; KK184481.

Maybe this is the secret of why we're
able to make charcoal in the open
air to use for smoothing out Jack
Daniel's; Old no.7. (In Time,
Sept. 4, 1964, p.41) Appl. author:
Gardner Advertising Co. © Jack
Daniel Distillery, Lem Motlow,
Prop., Inc.; 4Sep64; KK184694.

Still made the old Tennessee way;
Jack Daniel's Old No.7. (In
Stockton record, Nov. 4, 1964,
p.60) Appl. author: Gardner Adver-
tising Co. © Jack Daniel Distillery,
Lem Motlow, Prop., Inc.; 4Nov64;
KK184409.

Still made the old Tennessee way;
Jack Daniels Tennessee sour mash
whiskey. (In Stockton record,
Sept. 16, 1964, p.68) Appl. author:
Gardner Advertising Co. © Jack
Daniel Distillery, Lem Motlow,
Prop., Inc.; 16Sep64; KK184556.

Still made the old Tennessee way; Old
no.7. (In The Billings gazette,
Oct. 19, 1964, p.13) Appl. author:
Gardner Advertising Co. © Jack
Daniel Distillery, Lem Motlow,
Prop., Inc.; 19Oct64; KK184414.

There's nothing like Jack Daniel's
old time no.7 sour mash whiskey;
still made the old Tennessee way.
[Potbellied stove] (In Manchester
union leader, Sept. 9, 1964, p.32)
Appl. author: Gardener Advertising
Co. © Jack Daniel Distillery, Lem
Motlow, Prop., Inc.; 9Sep64;
KK184359.

There's nothing like Jack Daniel's
old time no.7 sour mash whiskey;
still made the old Tennessee way.
[Sign on wall] (In Manchester union,
leader, Sept. 24, 1964, p.30)
Appl. author: Gardner Advertising
Co. © Jack Daniel Distillery, Lem
Motlow, Prop., Inc.; 24Sep64;
KK184357.

The white silos in Jack Daniel's
Hollow mean we can be sure of the
best grains obtainable; Old no.7.
(In Newsweek, Sept. 14, 1964, p.30)
Appl. author: Gardner Advertising
Co. © Jack Daniel Distillery, Lem
Motlow, Prop., Inc.; 14Sep64;
KK184415.

DANIEL (JACK) DISTILLERY, LEM MOTLOW,
PROP., INC. See DANIEL (JACK) DISTILL-
ERY..

DANT DISTILLERY CO. ©

The best selling bourbon in Indiana,
J. W. Dant. (In The Terre Haute
tribune, May 28, 1964, p.8) Appl.
author: Otto Kleppner. © 28May64;
KK181967.

J. W. Dant brings you the packaging,
the profits and the products you
want in time for your biggest
holiday season yet; Kentucky
straight bourbon whiskey [with 4
others] (In Indiana beverage life,
Nov. 1964, p.71) Appl. author:
Otto Kleppner. © 1Nov64; KK184608.

There's nothing to life but good
living; J. W. Dant, master distil-
lers since 1836. (In Herald, Miami,
June 19, 1964, p.8-C) Appl.
Author: Otto Kleppner. © 19Jun64;
KK183186.

DARBY CO. ©

Don't sell your house short; list it
with the Darby Co. (In New Canaan
advertiser, Aug. 27, 1964, p.9)
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Exploding the population again?
(In New Canaan advertiser, Aug. 20,
1964, p.8) © 13Aug64; KK182623.

Guess who gets more love and atten-
tion from a N. Y. insurance agent?
(In The New Canaan Advertiser)
© 7Aug64; KK182050.

If a record answers, hang up, only
human beings do our contact work.
(In New Canaan advertiser, July 23,
1964, p.8) © 23Jul64; KK182182.

Sorry, you'll have to go to New York
to insure it. (In New Canaan
advertiser, Aug. 20, 1964)
© 20Aug64; KK182513.

DARBY CO., INC. ©

Just give us all the particulars, the
Darby Co. will find a home for it.
(In New Canaan advertiser, July 30,
1964, p.2) © Darby Co., Inc.;
30Jul64; KK182183.

DAVIS, IORWERTH J. ©

Magic foam rubber sponge, containing
razor sharpening compound & leather
preserver. Card. © 11Aug64;
KK182174.

DAVIS (TRAYTON H.) & ASSOCIATES, INC. ©

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is written high in the sky above.
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Congratulations, may we help you cele-
brate your engagement? Sheet.
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It's a feather in our cap to have you
visit our store. Sheet. © 25May64;
KK181850.

May we ask your advice? Sheet.
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We'll honor this, your bridal certifi-
cate, and will be honored to do so.
Sheet. © 25May64; KK181847.

DAWN FRESH CO. ©

Button mushrooms; net drained weight
2 oz. avoird. Sticker. © 25Apr62;
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Sliced mushrooms; net drained weight
4 oz. avoird. Sticker. © 6Aug62.
KK184362.

DAWNWOOD FARMS, INC. ©

Caf-Star milk replacer for calves
and other baby animals; net weight
50 pounds. On bag. © 1Apr62;
KK184814.

DAWSEY, TOM W. ©

Old South pit barbecue; genuine
hickory smoked. Sheet. © 25May64;
KK181852.

DAYSTAR-VILLA DI STEFANO-UNITED ARTISTS PRODUCTION. ©

Ice creature; 4828-X4. Sheet. Appl.
author: Milton Bradley Co.
© 7Feb64; KK184146.

The outer limits game. No.4423.
[By] Milton Bradley Co. On wrapper.
© 20Jan64; KK184612.

The outer limits game. No.4423-X.
Sheet. Appl. author: Milton
Bradley Co. © 20Jan64; KK184616.

Space being; 4828-X3. Sheet. Appl.
author: Milton Bradley Co.
© 7Feb64; KK184147.

DE FRATES (JOSEPH F.) CO. ©
Chilli Man chilli with meat and beans;
contents 1 lb. 4 ozs. Sticker.
© 8Dec64; KK184521.

DEJUR AMSCO CORP. ©
Designed to save you work, priced to
save you money; Stenorette only
\$219.50. (In Sales management,
Feb. 16, 1962, p.97) Appl. author:
Friend-Reiss Advertising, Inc.
© 16Feb62; KK182106.

DELTA PRODUCTS.
De Luxe vibrator air pump; D4412.
On folding carton. © Delta Products,
a division of Sternco Industries,
Inc.; 5Aug64; KK183091.

DE LUXE READING CORP. ©
Baby Brite nursery. On box. (Topper
toys) © 10Feb64 (in notice: 1963);
KK182429.

Betty's Beauty Parlor; wash, set,
curl, comb. On box. © 17Jun64;
KK184025.

Bonnie Bride instruction sheet.
© 17Jun64; KK184023.

Bonnie Bride, press one button Bonnie
throws her bouquet. On box.
© 17Jun64; KK184024.

Crusader 101 instruction sheet.
© 17Aug64; KK184022.

Crusader 101, motorized with remote
control; you drive it fast, slow,
forward & reverse; you park it.
On folding carton. © 4Aug64;
KK182165.

Defender Dan automatic, no batteries
needed. On box. © 17Aug64;
KK184021.

Defender Dan instruction sheet.
© 17Aug64; KK184026.

Johnny Seven combat phone set, no
batteries need; no.6068.
On folding carton. © 14Feb64;
KK181557.

Johnny Seven fire brigade no.17;
3034. On box. (Topper toys)
© 10Feb64 (in notice: 1963);
KK182428.

Johnny Seven Microhelmet phone set,
no batteries needed; no.6033.
On folding carton. © 14Feb64;
KK181558.

Johnny Seven O. M. A. one man army
gun. Sheet. © 14Feb64; KK181580.

Johnny Seven O.M.A. seven guns in
one, the one man army. On folding
carton. © 27Jul64; KK182164.

Johnny Seven service station; 3042.
On box. (Topper toys) © 10Feb64
(in notice: 1963); KK182427.

DEP CORP. ©
Dep set liquid styling gel; one pint
liquid. On bottle. © 27Jul64;
KK181905.

DEP CORP. See REGENT-ARTISTIC CO.

DESHERBININ (W. N.) INDUSTRIES.
Popular pallette paint preserver.
Folder. © W. N. deSherbinin d.b.a.
W. N. deSherbinin Industries;
23Jul64; KK182430.

DESTINO (RALPH) LTD. ©
What kind of man is he? (In Patent
trader, Sept. 13, 1964, p.9)
© 13Sep64; KK183043.

DETROIT STEEL CORP. ©
How DSC aids to wire fabricators
improve efficiency, reduce unit
costs. (In Detroit purchaser,
May 1964, p.69) Appl. author:
Simons-Michelson Co. © 10May64;
KK181606.

On-target job-performance is the way
stampers continue to rate DSC
Accutronic strip service.
(In New England purchaser, May 1964,
p.41) Appl. author: Simons-Michelson
Co. © 5May64; KK181605.
new wire ideas from DSC to help
fabricators cut their operating
costs. (In New England purchaser,
June 1964, p.7) Appl. author:
Simons-Michelson Co.; 5Jun64;
KK181607.

We have been using DSC C. R. strip for
about five years in our grease gun
parts. (In Detroit purchaser,
June 1964, p.79) Appl. author:
Simons-Michelson Co. © 10Jun64;
KK181608.

DIAL-A-CAR RENTAL SYSTEMS, INC. ©
Frugal, yes. Convenient, no; we're
both. (In Time, Dec. 13, 1963,
p.NY9) © 13Dec63; KK182007.

DIAMOND ALKALI CO. ©
Chemicals, caustic & chlorine.
Sheet. © 24Jul64; KK183638.

DIAMOND & KAYE CONSTRUCTION CORP. ©
Eastwyck Village Towne Houses.
1 v. © 10Jun64; KK182358.

DIANA, ANDREW L. ©
Quickly baseball game. Card.
© 6May64; KK181636.

DIM-BULB.
Turn out Light Bulb Johnson.
[Human face superimposed on light
bulb] (In Washington newsletter,
Oct. 3, 1964, p.2) © Dim-Bulb,
pseud. of Katherine Joan Hinman;
28Sep64; KK184435.

DISNEY (WAIT) PRODUCTIONS. ©
Walt Disney presents the story of
Jack and Jill. Record sleeve.
(A Disneyland record, LG-776)
© 20May64; KK182506.

Walt Disney's Mary Poppins, Jolly
Holiday. Record sleeve. (A Disney-
land record, LG-782) © 20May64;
KK182508.

Walt Disney's Mary Poppins,
Supercalifragilisticexpialidocious;
also step in time. Record sleeve.
(A Disneyland record, LG-781)
© 20May64; KK182509.

Walt Disney's Peter Pan, Tee Dum,
Tee Dee, follow the leader. Record
sleeve. (A Disneyland record,
LG-778) © 27May64; KK182507.

DISTMARK, INC. ©
New gourmet baster. Folder.
© 8Oct64; KK183588.
Spotless ovens, greaseless cooking
the easy way with Slip O'way
miracle non-stick coating. Sticker.
Net weight 6 3/4 oz. avoird. Appl.
author: James C. Borlaug.
© 27Apr64; KK182769.

DIXIE CUP DIVISION, AMERICAN CAN CO.
See AMERICAN CAN CO. DIXIE CUP
DIVISION.

DO-RA-ME RECORDS, INC. ©
The soul of a child, an educational
and entertaining approach to child
guidance by Jimmie John; dialogue
written by R. Murray Nash; CLP-6422.
Record sleeve. © 23Sep64;
KK183049.

DOG OWNERS SERVICE BUREAU, INC. ©
If you own a dog, here's great
news. (In Budget decorating)
© 15Oct64; KK183530.

DOLCIN CORP. ©
200 Dolcin tablets for relief of
moderate arthritic, rheumatic,
muscular pains. On folding carton.
Appl. author: Victor van der Linde
Co., Inc. NM; editorial revisions.
© 7Oct64; KK184240.

DOLE CO.
6 orange flavored Juice 'n' Fruit
frozen bars; solid fruit bits in
real fruit juice. Total net wt.
12 oz. avoird. On folding carton.
© Castle & Cooke, Inc. d.b.a. Dole
Co.; 2Jun64; KK182755.

7:12 juice variety pack; 7 different
breakfast treats, 12 individual
servings. Net contents: 12 one
fluid oz. (29 ML) portions. On
folding carton. © Castle & Cooke,
Inc. d.b.a. Dole Co.; 2Jun64;
KK182843.

DOVER CORP. PEERLESS MANUFACTURING
DIVISION. ©
Peerless gas logs. Sheet. © 1Apr64;
KK184272.

Peerless New-Vent gas fired garage
wall heater. Sheet. © 1Mar64;
KK184273.

Peerless New-Vent gas wall heater.
Sheet. © 1Apr64; KK184271.

Peerless wall insert gas bathroom
heater. Sheet. © 1Mar64;
KK184274.

DOW CHEMICAL CO. ©
All new, Saran wrap, easier to start
& handle. 50 ft. On folding car-
ton. © 1Jan64; KK182137.

All-new Saran Wrap is here. (In
Home demonstration agents directory,
1964 ed., p.9) NM; additions.
© 25Apr64; KK183792.

Come see; all-new Saran Wrap ... this
is it. (In What's new in home
economics, May-June 1964, p.14-15)
© 15Apr64; KK181596.

Freshness is a Handi-Wrap sandwich
bag. (In Better homes & gardens,
newsstand ed., Oct. 1964, p.107)
© 14Sep64; KK183407.

Handi-Ware, the fantastic all plastic
throwaway plates by Dow. (In
Ladies' home journal, Sept. 1964,
p.11) © 25Aug64; KK184671.

Handi-Wrap gives you 7¢ off to see
for yourself that freshness is a
Handi-Wrap sandwich bag. (In Better
homes & gardens, subscription ed.,
Oct. 1964, p.107) NM; additions.
© 14Sep64; KK183406.

Handi-Wrap refrigerator bags, 11 in.
x 13 in.; 25 large folded bags
with twist ties. On folding carton.
© 1Dec62; KK182136.

Instant food wrap is here; Saran Wrap
squares. (In New York journal
American, Feb. 18, 1964, p.18)
© 18Feb64; KK183004.

New extra wide Handi-Wrap; it's the
big wrap for the big jobs. (In The
Blade, Toledo, Apr. 9, 1964, p.26-
27) © 9Apr64; KK182645.

No more grrrr; all-new Saran Wrap
is here. (In Exchange &
commissary news, Apr. 15, 1964,
p.16-17) © 1Apr64; KK181595.

No more grrrr; all-new Saran Wrap is
here. (In Progressive grocer,
Apr. 1964, p.142 I,J,K,L) NM; re-
visions. © 1Apr64; KK182391.

No more grrrrr, Saran Wrap has been
tamed. (In Good housekeeping,
June 1964, p.60-61) NM; additions.
© 19May64; KK183793.

- Now, throw away plates with company manners; elegant new Handi-Ware plastic dinner plates by Dow; save a dime a dozen with this coupon. (In McCall's, Aug. 1964, p.R-4--R-5) © 20Jul64; KK184180.
- Oven cleaners. Ho-hum, yawn, zzzzz, who can get excited? (In Super-market news, Jan. 27, 1964, p.12-13 insert) © 27Jan64; KK183003.
- Prediction; your demand for oven cleaner can double with this new one. (In The Military market magazine, Mar. 1964, p.138-139) © 1Mar64; KK181594.
- Saran Wrap packaging film; cutter box; 1000 ft. © 26Aug64; KK183187.
- This is Handi-Ware, the elegant new plastic plate you can throw away after dinner. (In Redbook, June 1964, p.R-2--R-3) © 18May64; KK184181.
- Throw this plate away; new Handi-Ware, it's plastic, fantastic. (In McCall's, July 1964, p.R-13) © 22Jun64; KK184672.
- DOW JONES & CO., INC. ©**
Because investors want profits, brokers want facts; that's where Dow Jones comes in. (In Time, Oct. 2, 1964, p.119) Appl. author: T. E. Callis. © 20Oct64; KK183163.
- Fast, thorough, dependable; Dow Jones Instant News service. (In Time, Dec. 11, 1964, p.99) Appl. author: T. E. Callis. © 11Dec64; KK184571.
- What can't think, can't evaluate, can't decide and is respected everywhere? Instant News service. (In Time, Nov. 13, 1964, p.121) Appl. author: T. E. Callis. © 13Nov64; KK184123.
- DOWNES, RAYMOND G. ©**
Free coupon; a chance to win. (In Panhandle herald, Nov. 5, 1964, p.10) © 5Nov64; KK184270.
- DREXEL FURNITURE CO. ©**
Have expensive tastes on a starting out budget? (In The Bride's magazine, autumn 1964) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 1Jul64; KK182620.
- If you stop your guests at the living room. (In House beautiful, Nov. 1, 1964, p.11) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 1Nov64; KK183635.
- If you stop your guests at the living room, then now's the time for Drexel. (In House beautiful, Nov. 1964, p.4 of cover) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 1Nov64; KK184164.
- Moving in? Moving out? Moving up? Then, now's the time for Drexel. (In Time, Sept. 25, 1964, p.45) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 25Sep64; KK183758.
- On the way up and entertaining more? Then, now's the time for Drexel. (In Time, Sept. 11, 1964, p.2 of cover) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 11Sep64; KK183140.
- Planning a trip? Buying a car? Spending for pleasure? Then, now's the time for Drexel. (In Good housekeeping, Sept. 1964, p.45) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 1Sep64; KK182775.
- Want furniture that looks expensive, but isn't? Then, now's the time for Drexel; Repertoire. (In House and garden, Nov. 1964, p.4 of cover) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 1Nov64; KK183884.
- Want furniture that's young in spirit, young in price? Then, now's the time for American Review. (In House & garden, Oct. 1964, p.22) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 10Oct64; KK184165.
- Want furniture that's young in spirit, young in price? Then now's the time for American Review. (In The Bride's magazine, spring 1965 forecast, Nov. 1964, p.59) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. NM: additions & revisions. © 1Nov64; KK184762.
- Want them to have more fun at home? Then, now's the time for Drexel. (In Better homes & gardens, Sept. 1964, p.123) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 1Sep64; KK182776.
- DRITZ (JOHN) & SONS, INC. ©**
Adhesive felt; no.535; size 6" x 10". Folder. NM: additions. © 18Dec63; KK182349.
- Beeswax and holder; no.622. Card. NM: revision & additions. © 18Dec63; KK182341.
- Belt kit; 330 3/4; package contains 40" belting. Folder. © 2Jul64; KK182347.
- Covered buckle; no.484/1. Card. © 23Mar64; KK182348.
- Dot cap buckles; no.610 1/2"; 2 buckles and attaching tool. Card. NM: "revision." © 27Dec62; KK182325.
- Dot snapper pak with attaching tool; no.670; 2 complete snappers. Card. NM: "revision." © 8Jan64; KK182326.
- Drawer dividers; no.864. On folding carton. © 28Dec62; KK182336.
- Dressmaker marking pencil with brush eraser; no.675. Card. NM: additions. © 20Jul64; KK182344.
- Eyelet kit; no.637. Card. NM: "revision." © 27Dec62; KK182323.
- Eyelets refill; no.763; 100 brass eyelets. Card. NM: additions. © 17Dec63; KK182329.
- Feather-Lite boning; no.565; 2 yards, cotton covered. Folder. © 12Dec63; KK182339.
- Foam cushions; no.750. Folder. NM: "revision." © 16Dec63; KK182324.
- Lead weights; 601 3/4; 5 weights. Folder. NM: revision & additions. © 23Nov63; KK182340.
- Pleat-O-Matic for pinch pleat drapes; no.782. Folder. © 23Mar64; KK182330.
- Powder chalk marker; no.559. Folder. © 25Feb64; KK182338.
- Replacement covers for folding sleeve board; no.808. Card. © 3Feb64; KK182333.
- Roll-up tape measure; no.940. Folder. © 9Jan64; KK182337.
- Self-threading needles; no.672; 12 needles, assorted sizes. Card. © 19Jun64; KK182343.
- Sewing gauge; no.620. Card. NM: "revision." © 22Apr64; KK182327.
- Smockruler; no.738. Folder. © 30Mar64; KK182328.
- Smooth edge tracing wheel; no.735. Card. © 30Mar64; KK182346.
- Snag Pruf zipper repair kit; no.799/5. Card. NM: additions. © 29Jan64; KK182332.
- Sock and glove darning; no.798. Folder. NM: revision & additions. © 10Feb64; KK182331.
- Super-Glo tape measure; no.836. Card. NM: additions. © 7Dec63; KK182335.
- Super-sharp dressmaker's shears; no.C688; 8 inch. Card. © 6Jan64; KK182345.
- Tracing paper; no.634; package contains 10 sheets. NM: revision & additions. © 4Dec62; KK182342.
- Wire tape measure; no.850. Card. © NM: additions. © 7Dec63; KK182334.
- DROLL YANKEES, INC. ©**
The brook; narration by Alfred L. Hawkes, recording & editing by Peter Kilham; no.DY-M-2. Record sleeve. © 24Aug64; KK182555.
- The brook; narration by Alfred L. Hawkes, recording by Peter Kilham; no.DY-M-2. Record sleeve. Appl. states prev. reg. KK182555, NM: new wording. © 19Nov64; KK184220.
- Song sparrow; recording by Peter Kilham; no.DY-M-3. Record sleeve. © 19Nov64; KK184221.
- Songs of the forest; DY-16. Record sleeve. Appl. author: Peter Kilham. © 6Oct64; KK183286.
- Songs of the forest; recording by Peter Kilham. Folder. © 7Sep64; KK183067.
- The swamp in June; DY-17. Recording by Peter Kilham. Record sleeve. © 3Dec64; KK184576.
- Tug boats; DY105. (Seaport series, no.5) Record sleeve. Appl. author: Peter Kilham. © 10Jul64; KK181743.
- The voice of old New England presents songs of the birds, sounds of the sea and of ships; long playing records. Folder. Appl. author: Peter Kilham. © 2Nov64; KK184062.
- DU BARRY. ©**
Fashion forecast, Raining Rubies; lipstick. (In Vogue, Oct. 1, 1962) © 10Oct62; KK183639.
- Never before has a look promised so much; Flatter Magic. (In Vogue, Oct. 1, 1962) © 10Oct62; KK183640.
- DUBOUCHETT-MANY, BLANC & CO. ©**
You heard the DuBouchett Can-Can on the air, now enjoy a taste treat at home; DuBouchett cordials. Sheet. © 10Apr64; KK182143.
- DUNCAN (DONALD F.) INC. ©**
Official basic spinning top tournament tricks. Sheet. Appl. author: Morrie Brickman. © 8May63; KK181831.
- DUNCAN FOODS CO. ©**
Ask the folks who drink it black, they'll tell you Butter-Nut tastes best; coffee. (In Kansas City star, Oct. 25, 1964, p.17E) Appl. author: Tatham-Laird, Inc. © 25Oct64; KK184061.
- Can you spare 12 seconds for a cup of coffee? Instant Butternut coffee. (In California grocers advocate, Oct. 8, 1964, p.143) Appl. author: Tatham-Laird, Inc. © 8Oct64; KK184113.
- Guess why we're giving you this coupon worth 15¢ on a 6 oz. or 10 oz. jar of new, instant Butter-Nut, the coffee delicious. (In Ottumwa courier, Sept. 2, 1964, p.17) Appl. author: Tatham-Laird, Inc. © Duncan Foods Co., a division of Coca-Cola Co.; 2Sep64; KK182980.

DUNCAN FOODS CO.-Con.

Last year the Butter-Nut coffee Christmas club played Santa to over 35,000 boys and girls. (In The Register, Santa Ana, Calif., Nov. 17, 1964, p.B11) Appl. author: Tatham-Laird, Inc. © 17Nov64; KK184690.

Special Butter-Nut coffee centennial offer, exquisite reproductions of Currier & Ives prints. (In Los Angeles times home magazine, Sept. 13, 1964, p.115) Appl. author: Tatham-Laird, Inc. © Duncan Foods Co., a division of Coca-Cola Co.; 13Sep64; KK182979.

Special Butter-Nut coffee centennial offer; exquisite reproductions of rare Currier & Ives prints, only \$1.50 each. (In Reader's digest, Sept. 1964, p.24B-24C) Appl. author: Tatham-Laird, Inc. © Duncan Foods Co., a division of the Coca-Cola Co.; 1Sep64; KK182648.

35,000 merry Christmases through the Butter-Nut coffee Christmas club. (In The Telegraph-herald, Dubuque, Iowa, Nov. 16, 1964, p.10) Appl. author: Tatham-Laird, Inc. © 16Nov64; KK184199.

Voila, look what the French have inspired; the Boutique. (In Lincoln evening journal & Nebraska State journal, Nov. 19, 1964, p.18) Appl. author: Tatham-Laird, Inc. © 19Nov64; KK184358.

DUNCAN PRODUCTS, INC.

Blast-N-Peen away your problems! Zero Blast-N-Peen. Folder. Appl. author: Lloyd P. Duncan. © Blast-N-Peen Division, Duncan Products, Inc. (in notice: Duncan Products, Inc.); 15Oct64; KK184809.

Get more and higher-quality milk and cut costs, by converting to bulk. (In Manufactured milk products journal, June 1964, p.4 of cover) Appl. author: Lloyd P. Duncan. © 1Jun64; KK181846.

Now, a simple, cow-to-tank pipeline system, at low cost for the diversified farm with a small herd. (In Nebraska farmer, Apr. 18, 1964, p.22) Appl. author: Lloyd P. Duncan. © 18Apr64; KK182381.

DUNHILL INTERNATIONAL, INC. PYRAMID RUBBER CO.

Evenflo plastic nurser; eliminates excessive air swallowing. On wrapper. © Dunhill International, Inc. (in notice: Pyramid Rubber Co., a division of Dunhill International, Inc.); 4Sep64; KK182864.

Evenflo super plastic nursing unit. On wrapper. © Dunhill International, Inc. (in notice: Pyramid Rubber Co., a division of Dunhill International, Inc.); 4Sep64; KK182865.

DURA CORP. ©

Feel like a million in just 10 days; Select-A-Rest. (In The Blade Sunday magazine, Toledo, Oct. 25, 1964, p.21) © 25Oct64; KK184402.

DURA-FRESH CHEMICAL SALES CO. ©

The National-Rose Company, exclusive regional licensees for Dura-Fresh treated cotton batting in Florida. Folder. NM: additions. © 1Jun64; KK184299.

DUSENBERY (JOHN) CO., INC. ©

Cost-cutting core cutters. Dusenbery models 765 AB and 765 AC. Sheet. Appl. author: Maczko-Wehner Advertising. © 12Nov64; KK184585.

Model 765 AF core cutter for cutting small diameter cores; 1" I.D. to 3-15/16" O.D. Sheet. Appl. author: Maczko-Wehner Advertising. © 10Nov64; KK184583.

Model 815, high speed, duplex slitter and differential rewinder. Folder. NM: additions. Appl. author: Maczko-Wehner Advertising. © 3Aug64; KK182630.

Model 824 unwind stand, edge guiding, center unwind stand. Folder. Appl. author: Maczko-Wehner Advertising. © 6Oct64; KK184584.

6 solutions to sticky problems; slitter rewinders for pressure sensitive tapes. Folder. Appl. author: Maczko-Wehner Advertising. © 3Aug64; KK182629.

DWOSKIN, INC. ©

Maple branch. Sheet. © 15Jul64; KK182476.

DYNO MERCHANDISE CORP. ©

Instant button-ons; fasten any button permanently without needle or thread. Card. © 5Aug64; KK182501.

E

E Z PAINTER CORP. ©

E Z Painter presents the estate; quality paint rollers for the new fresh look. Folder. © 1Sep64; KK182787.

From E Z Painter a display of quality. Pronel paints better. Sheet. © 1Sep64; KK182788.

From E Z Painter the new compact, merchandiser of quality paint rollers. Sheet. © 1Sep64; KK182790.

Glamorize your home with color, use E Z Painter, the world's most complete selection of modern paint roller equipment. 12 p. © 1Sep64; KK182789.

Paint roller home. Folder. © 4Sep63; KK181597.

EAGLE SHIRTMAKERS. ©

Now Eagle button-downs in Zane Gray: solid and also with stripes. (In The New Yorker, May 23, 1964, p.116) Appl. author: Freeman & Gossage, Inc. © 23May64; KK181740.

The trouble with sports shirts is when you wear an ordinary tie with one, you look like a gangster. (In The New Yorker, Apr. 18, 1964, p.81) Appl. author: Freeman & Gossage, Inc. © 18Apr64; KK181739.

EARLY TIMES DISTILLERY CO.

Don't get too attached to them. See BROWN-FORMAN DISTILLERS CORP.

EATON-ALLEN CORP. ©

Ko-Rec-All for correcting, repairing, mending, protecting, adjusting. On folding carton. © 1Dec64; KK184739.

Ko-Rec-Type and Ko-Rec-Copy; instructions. Folder. © 1Dec64; KK184738.

Special value with \$2.00 worth of Eaton-Allen Corp. Ko-Rec-Type; get free emergency extras in ... secretary's vanity package. Sheet. © 1Dec64; KK184740.

EATON MANUFACTURING CO. ©

Sun pride 20 pounds select potatoes. On bag. © 4Feb64; KK184034.

EDLO, INC. ©

Glen Maid all purpose gourmet dressing; 12 fl. oz. On cup. © 10Sep64; KK183524.

Lucas Valley Slim non-fat milk with multiple vitamins & minerals. On folding carton. NM: revisions. © 1Dec63; KK183952.

EDWARDS & DEUTSCH LITHOGRAPHING CO. © Freeway progress. Sheet. © 15Oct64; KK184432.

EGAN (FRANK W.) & CO. © Web length and roll weight calculator; Winder horsepower calculator. © 1Sep64; KK184580.

EGG-CEL DIVISION, MICHIGAN CARTON CO. See MICHIGAN CARTON CO. EGG-CEL DIVISION.

EKCO HOUSEWARES CO. ©

What's a bride got that you haven't got? (In Good housekeeping, Nov. 1964, p.46-47) Appl. author: Doyle Dane Bernbach, Inc. © 29Oct64; KK183491.

ELCO TOOL & SCREW CORP. ©

Elco aids for home and office. Appl. author: Charles R. Williams. 1964; issue no. 6. © 2Jul64; KK181784. 7. © 3Aug64; KK182175. 8. © 2Sep64; KK182735. 9. © 6Oct64; KK183370. 10. © 29Oct64; KK183968. 11. © 11Dec64; KK184721.

ELECTROGRAPHIC CORP. ©

Monthly planning schedule. Folder. June 1964. © 29May64; KK181629.

Monthly planning schedule; July 1964. Folder. © 30Jun64; KK181434.

Monthly planning schedule; September 1964. Folder. © 27Aug64; KK182647.

Monthly planning schedule; October 1964. Folder. © 25Sep64; KK183476.

Monthly planning schedule; November 1964. Folder. © 28Sep64; KK183475.

Monthly planning schedule; December 1964. Folder. © 25Nov64; KK184563.

ELECTROLUX CORP. ©

Don't keep it a secret. On bag. © 24Sep64; KK182960.

Floor magic before your very eyes. On bag. © 24Sep64; KK182961.

It's a snap to keep house with Electro lux home tested products. On bag. © 24Sep64; KK182959.

Year-round moth protection. On bag. © 24Sep64; KK182958.

ELEGANT FASHIONS, INC. ©

Premium quality, hand tailored, 100% cashmere. © 16Jan64; KK184704.

ELOESSER-HEYNE-MANN CO. ©

New hoot hit; Cactus Dan, the breakthrough man; Cactus Casuals L.P.s, long play slacks. (In Collegian, Fresno State College, Oct. 20, 1964, p.8) © 20Oct64; KK183545.

New hoot hit; Cactus Dan, the take-charge man; Cactus casuals L.P.s. (In Daily bruin, University of Southern California, Oct. 19, 1964, p.3) © 19Oct64; KK184087.

EMPIRE PENCIL CO. ©

New coloring sensation; Pedigree wood covered pencil crayons. (In Life, Aug. 31, 1962, p.34) Appl. author: Joseph M. Bernstein. © 31Aug62; KK181899.

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- ENRO SHIRT CO., INC. ©
Enro Shirt Company tells prospective advertising agency about new summer shirt. (In The New Yorker, June 27, 1964, p.85) © 27Jun64; KK181746.
- EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES. ©
Aha, I see it now; don't tell me you see a ruby-throated nuthatch? (In Harper's, Sept. 1964, p.27) Appl. author: Foote, Cone & Belding. © 25Aug64; KK182894.
- Did you ever consider that George might run for President? I think it's a distinct possibility. [Couple sits at table; 6 renderings] Illus. signed: Saxon. (In Time, July 24, 1964, p.16) Appl. author: Foote, Cone & Belding. © 21Jul64; KK184602.
- Did you know that when you're 35 the chance of a sickness or accident? Illus. signed: Saxon. (In The Atlantic, Nov. 1964, p.41) Appl. author: Foote, Cone & Belding. © 20Oct64; KK183674.
- Enjoy an income you can't outlive, Equitable's new annuity rates can make it easier. (In National Geographic, Dec. 1964, p.718) Appl. author: Foote, Cone & Belding. © 16Nov64; KK184599.
- The farm that stood at the brink. (In Farm Journal, Oct. 1964, p.46E) Appl. author: Foote, Cone & Belding. © 13Sep64; KK183682.
- The farm that went through the wringer. (In Farm Journal, Sept. 1964) Appl. author: Foote, Cone & Belding. © 13Aug64; KK182890.
- The farm that went under the hammer. (In Farm Journal, Dec. 1964, p.41) Appl. author: Foote, Cone & Belding. © 13Nov64; KK184604.
- Fred's in the kitchen making a snack. (In Harper's magazine, Nov. 1964, p.45) Appl. author: Foote, Cone & Belding. © 26Oct64; KK184677.
- How many Alex Websters are coming along? [Illus. of Alex Webster] (In Sports Illustrated, Sept. 7, 1964, p.11) Appl. author: Foote, Cone & Belding. © 27Aug64; KK182892.
- How many kids today will be Gene Sarazens tomorrow? Illus. signed: George Loh. (In Sports Illustrated, Nov. 16, 1964, p.77) Appl. author: Foote, Cone & Belding. © 12Nov64; KK184676.
- How to get your corporate money's worth out of your pension plan. (In The Journal of Commerce, June 15, 1964, p.24) Appl. author: Foote, Cone & Belding. © 15Jun64; KK182887.
- How to make your key men feel secure, admired, respected, contented, appreciated and just plain happy; give them an Equitable split dollar plan. (In The Journal of Commerce, Nov. 12, 1964, p.3) Appl. author: Foote, Cone & Belding. © 12Nov64; KK184315.
- If you're considering a group pension program. (In U. S. news & world report, Oct. 19, 1964, p.40) Appl. author: Foote, Cone & Belding. © 12Oct64; KK183680.
- I'm glad you asked that question. Howard M. Teeter, East Central Divisional honor agent. (In The Weekly underwriter, Nov. 21, 1964, p.31) Appl. author: Foote, Cone & Belding. © 21Nov64; KK184673.
- I'm glad you asked that question. James C. Moore, South Central Divisional honor agent. (In The Weekly underwriter, Nov. 7, 1964, p.27) Appl. author: Foote, Cone & Belding. © 7Nov64; KK184674.
- I'm glad you asked that question. [Photo of Robert J. Tiffany] (In The Insurance salesman, Oct. 1964, p.23) Appl. author: Foote, Cone & Belding. © 10Oct64; KK183675.
- I'm glad you asked that question; the answer's a big one. (In Life association news, Sept. 1964, p.61) Appl. author: Foote, Cone & Belding. © 1Sep64; KK182889.
- It's easy to assure retirement income for your employees; Equitable selected benefits plan. (In The Journal of Commerce, Dec. 8, 1964, p.5) Appl. author: Foote, Cone & Belding. © 8Dec64; KK184603.
- I've always been fascinated by the workings of the Electoral College. Illus. signed: Saxon. (In The Saturday review, Oct. 10, 1964, p.15) Appl. author: Foote, Cone & Belding. © 6Oct64; KK183681.
- Look ahead, congratulations, Equitable's option lets you buy more insurance without a physical. (In Look, Dec. 15, 1964, p.10) Appl. author: Foote, Cone & Belding. © 1Dec64; KK184606.
- Look ahead; how many for dinner every night? (In Life, Oct. 16, 1964, p.60) Appl. author: Foote, Cone & Belding. © 12Oct64; KK183673.
- Money for life; you can't outlive your income with an annuity from Equitable. (In National Geographic, Sept. 1964, p.287) Appl. author: Foote, Cone & Belding. © 11Aug64; KK182888.
- Now that we're 21, we have a lot more responsibility; now we make the decisions. (In Newsweek, Sept. 7, 1964, p.13) Appl. author: Foote, Cone & Belding. © 1Sep64; KK182895.
- They say in 10 years you'll be able to fly to Europe in an hour; it takes me longer than that to get to the office. (In Saturday review, June 20, 1964, p.13) Appl. author: Foote, Cone & Belding. © 16Jun64; KK182893.
- This is no time to worry about money, Equitable's living income plan gives you up to \$750 a month tax free when you're sick of hurt. (In National Geographic, Nov. 1964, p.574) Appl. author: Foote, Cone & Belding. © 19Oct64; KK184600.
- This little extra can make a big difference in your employee benefits plan. (In U. S. news & world report, Sept. 21, 1964, p.11) Appl. author: Foote, Cone & Belding. © 14Sep64; KK183679.
- Tom showed me an essay he wrote for school. [Male & female arranging flowers in vase] (In Saturday review, Sept. 26, 1964, p.3) Appl. author: Foote, Cone & Belding. © 22Sep64; KK183009.
- What are you doing with my tool kit? Don't you think we'd better call the plumber? (In Newsweek, Nov. 23, 1964, p.1) Appl. author: Foote, Cone & Belding. © 17Nov64; KK184678.
- Where are the Maureen Connollys of tomorrow? Illus. signed: George Loh. (In Sports Illustrated, Sept. 21, 1964, p.119) Appl. author: Foote, Cone & Belding. © 17Sep64; KK183678.
- Who wears a gold key? Has professional standing? And is trained in all lines? (In The Weekly underwriter, July 11, 1964, p.21) Appl. author: Foote, Cone & Belding. © 11Jul64; KK181725.
- Who'll be the Rafer Johnsons of the future? Illus. signed: George Loh. (In Sports Illustrated, Oct. 19, 1964, p.77) Appl. author: Foote, Cone & Belding. © 15Oct64; KK183677.
- Will he bat the ball like Stan the man? Illus. signed: Robert Riger. (In Sports Illustrated, June 15, 1964, p.19) Appl. author: Foote, Cone & Belding. © 11Jun64; KK182891.
- Will she brave the waves like Gertrude Ederle? [Head & shoulders port. & swimming] Illus. signed: Robert Riger. (In Sports Illustrated, May 25, 1964, p.79) Appl. author: Foote, Cone & Belding. © 21May64; KK184605.
- Will there ever be another Lou Gehrig? Illus. signed: George Loh. (In Sports Illustrated, Oct. 5, 1964, p.19) Appl. author: Foote, Cone & Belding. © 10Oct64; KK183676.
- Will they ever find another Gordie Howe? [Three action ports. & 1 head & shoulders] Illus. signed: George Loh. (In Sports Illustrated, Dec. 1, 1964, p.45) Appl. author: Foote, Cone & Belding. © 3Dec64; KK184601.
- Will your family get all the property you leave them, or just part of it? (In U. S. news & world report, Nov. 16, 1964, p.9) Appl. author: Foote, Cone & Belding. © 9Nov64; KK184675.
- ESQUIRE NOVELTY CORP. ©
Daniel Boone trail blazer knife; no.8290. Card. © 25Aug64; KK183467.
- ESTEE LAUDER, INC. ©
Aramis for the man who thought he had everything. (In The New Yorker, Apr. 25, 1964, p.24-25) © 25Apr64; KK181523.
- The fascinating women discover a new way to make-up in the Tender Young beiges. (In Vogue, Sept. 1, 1964, p.50-51) © 1Sep64; KK182926.
- Keep this name on your lips, Estee Lauder's new Re-Nutriv lipstick, Grecian Lilac. (In Harper's bazaar, May, 1964, p.31) © 1May64; KK181525.
- Keep this name on your lips, Estee Lauder's new Re-Nutriv lipstick, Swiss Strawberry. (In The New Yorker, Feb. 22, 1964, p.9) © 22Feb64; KK181524.
- Keep this name on your lips, Estee Lauder's Re-Nutriv lipstick, Desert Coral. (In Vogue, Mar. 1964, p.37) © 1Mar64; KK181526.
- Keep this name on your lips, Re-nutriv lipstick. (In Vogue, Feb. 1, 1964, p.45) © 1Feb64; KK181652.
- Keep this name on your lips, Sorrento Pink. Re-nutriv lipstick. (In Harper's bazaar, Mar. 1, 1964, p.33) © 1Mar64; KK181651.
- EUTECTIC WELDING ALLOYS CORP. ©
Dial-a-market; Dynabraz 145-FC; Dynatrod 666, ac-dc. © 30Jul64; KK182991.
- EVANS & BRISEBOIS. ©
Chainway, America's top promotional ad-mat service for furniture stores, January 1963. (Chainway furniture mat service) l v. Appl. author: Leslie A. Brisebois, owner. © 1Jan63; KK182474.
- E and B no.1 furniture advertising mat service coast-to-coast; January 1963. (E & B furniture mat service) l v. Appl. author: Leslie A. Brisebois, owner. © 1Jan63; KK182475.

EVERAIN INDUSTRIES, INC. ©
Catalog, lawn sprinklers & garden accessories; 1965. 1 v. © 30Sep64; KK184344.

EVERHARD PRODUCTS, INC.' ©
Diamond-E Kik-Plates. Sheet. Appl. author: George R. Lucas. © 26Oct64; KK184119.

EXECUTONE, INC. ©
Executone's super-rugged switching. Sheet. © 12Sep64; KK183325.

Executone's 200 series, the world's most modern communication system. Folder. © 16Sep64; KK183324.

HAV hospital communication system. Folder. © 16Aug64; KK183323.

How to locate men-on-the-move instantly, selectively, privately with Executone-Hasler Pocket Page System. Folder. © 14Sep64; KK183493.

EXOMET, INC. ©
Exomet pocket guide to using Risothersm in steel foundries. Folder. © 30Apr64; KK181864.

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Dear charter subscriber. Folder. © Fact a.a.d.o. Fact Magazine, Inc.; 19Oct64; KK183967.

Do you believe everything you read in the papers? Well, don't. (In The New York Times, Oct. 24, 1964, p.60) © Fact a.a.d.o. Fact Magazine, Inc.; 24Oct64; KK183891.

Fact Magazine reveals which cars are death-traps. Folder. © Fact a.a.d.o. Fact Magazine, Inc.; 2Jul64; KK181551.

Ring out the old, ring in the new; dear charter subscriber. Folder. © Fact a.a.d.o. Fact Magazine, Inc.; 30Oct64; KK183887.

FACTOR (MAX) & CO. ©
Buy Max Factor's new Sheer Genius, the complete matte finish make-up. (In Life, Oct. 11, 1964, p.94A) © 7Oct63; KK182043.

Coiffure Italienne new hair-setting gel sets, conditions, highlights in one easy step. (In Life, May 15, 1964, p.8) © 11May64; KK182045.

Discover Pastel Tint Rouge, a new natural glow for your face. (In Playbill, June 1, 1964, p.31) © 1Jun64; KK182044.

How to be a bright-eyed beauty, and save money at the same time, take advantage of Max Factor's eye make-up special. (In Life, June 19, 1964, p.23) © 15Jun64; KK182039.

Imagine one make-up that can look as sheer as sunbeams, or give you the ultimate in exquisite coverage. Pan-Cake by Max Factor. (In Vogue, Apr. 15, 1964, p.5) © 15Apr64; KK182042.

Meet Fashion's new face, Sheer Genius by Max Factor. (In Glamour, Apr. 1964, p.41) © 20Mar64; KK182037.

The most luxurious cover-up of all isn't mink, darling, it's Pan-Stik make-up. (In Mademoiselle, Apr. 1964, p.9) © 27Mar64; KK182040.

Now that make-up looks so natural, why should eyebrows scream fake; the natural idea is Max Factor's new brush & brow eyebrow make-up. (In Redbook, June 1964, p.29) © 20May64; KK182041.

Spring will be a little reckless this year. (In Beauty fashion, Apr. 1964, p.17) © 15Apr64; KK182035.

Tan deep, tan dark, wherever you are, with California Bronze. (In Life, May 29, 1964, p.17) © 25May64; KK182038.

The world's most elegant make-up now comes in the world's most elegant compacts, Regency thin line compacts. (In Glamour, June 1964, p.12-13) © 20May64; KK182036.

FAIRBANKS ASSOCIATES, INC. ©
Lucky football; free punch section. Card. © 1Aug64; KK183062.

FAMOUS WELCH LOCK TOURS, INC. ©
10 mi., 2 hrs., personally conducted. © 5Jun64; KK182632.

FANTA BEVERAGE CO. ©
Not too sweet; Sprite. Sprite cap. (In The Knoxville news-sentinel, Sept. 4, 1963, p.D-3) © 4Sep63; KK182420.

Taste Sprite. Bottle. (In The Knoxville news-sentinel, Sept. 2, 1963, p.3) © 2Sep63; KK182421.

FARRINGTON'S RECORD STORE. ©
Got tonearm bounce? Sheet. Appl. author: Charles W. Farrington. © 8Aug64; KK183392.

FAX RECORD CO. ©
The ballad of Fanny Hill. (In The New York times, Oct. 27, 1963, p.30) © 27Oct63; KK182985.

FEATURE FLAVORS CO.
Ice cream; half gallon liquid. (Cherry ice cream) On folding carton. (No.F859) Appl. author: KVP Sutherland Paper Co. © Benjamin R. Peterson, Jr. d.b.a. Feature Flavors Co.; 4Oct63; KK183438.

Ice cream; half gallon liquid. (Coffee ice cream) On folding carton. (No.F860) Appl. author: KVP Sutherland Paper Co. © Benjamin R. Peterson, Jr. d.b.a. Feature Flavors Co.; 30Aug63; KK183439.

Ice cream; half gallon liquid. (Maple ice cream) On folding carton. (No.F855) Appl. author: KVP Sutherland Paper Co. © Benjamin R. Peterson, Jr. d.b.a. Feature Flavors Co.; 30Aug63; KK183436.

Ice cream; half gallon liquid. (Strawberry ice cream) On folding carton. (No.F862) Appl. author: KVP Sutherland Paper Co. © Benjamin R. Peterson, Jr. d.b.a. Feature Flavors Co.; 11Oct63; KK183441.

Ice cream; half gallon liquid. (Swiss chocolate ice cream) On folding carton. (No.F856) Appl. author: KVP Sutherland Paper Co. © Benjamin R. Peterson, Jr. d.b.a. Feature Flavors Co.; 31Oct63; KK183437.

Peach ice cream; half gallon liquid. On folding carton. (No.F861) Appl. author: KVP Sutherland Paper Co. © Benjamin R. Peterson, Jr. d.b.a. Feature Flavors Co.; 14Jun63; KK183440.

FEATURE PRODUCTS, INC. ©
Hi Temp sword steel stainless knife; item no.727HT. On folding carton. © 14Oct64; KK184241.

Just invented, Corn-O-matic, lighting kernel stripper food glamorizer and corer. On folding carton. © 14Aug64; KK182678.

FEDERAL CARTRIDGE CORP. ©
Champion target load; 25/12 ga. shot shells. On folding carton. Appl. author: Robert H. Zieper. © 1Feb64; KK183066.

FEDTRO, INC. ©
All purpose jiffy tester, test all TV & radio tubes; model no.JT. Card. © 5Nov64; KK184052.

Auto lighter accessory plug; model ALP-1. Card. © 1Dec64; KK184541.

Fabulous, portable telephone outlet, make any phone portable; model TEL-JK. Folder. © 18Sep64; KK183016.

Fabulous, portable telephone plug, make any phone portable; model TEL-PL. Folder. © 18Sep64; KK183017.

Giant signal reflector; model SIG-6. Card. © 4Dec64; KK184542.

Infra-red electric windshield defroster; model DEF-12V. Card. © 6Aug64; KK182200.

It doesn't have to be Christmas to enjoy using your Octo-Let, 8 electrical outlets from 1. Card. © 15Oct64; KK184748.

Lady Fair battery powered electro manicure; model LF. Card. © 10Aug64; KK182801.

Make any phone portable; 30 foot telephone extension cord. Card. © 18Sep64; KK183018.

New, auto antenna power booster; model RAD-B. Card. © 15Oct64; KK184544.

New, convenient, electric shaver auto converter. Card. © 10Sep64; KK183609.

New, easy to use, radio-TV tube tester; model T-110. Card. © 5Nov64; KK184054.

New, rotary action, Fedtro razor blade sharpener; never run out of blades. Card. © 28Aug64; KK182649.

New, sparkling self-sticking safety reflectors; model REF-4. Card. © 4Dec64; KK184543.

Now, save gas, and enjoy smoother driving; spark plug & cable tester; model SPK-T. Card. © 15Oct64; KK184545.

6 and 12 volt Powerhouse battery charger; model PBC. Card. © 12Jun64; KK182203.

Solder-ette, precision designed for pin-point accuracy; electric soldering iron; model no.FS-25. Card. © 5Nov64; KK184053.

Tingling, portable, vibrating, electric massager; model VS-4. Folder. © 7Aug64; KK182202.

Unbreakable polypropylene; the new Fedtro Octo-Let. Folder. © 24Aug64; KK182650.

FELTERS CO.
This is ordinary vinyl ... this is Tapiflex, new wonder floor covering. (In Better homes & gardens, Oct. 1964, p.124G) © Tapiflex division, Felters Co. (in notice: Felters Co.); 15Sep64; KK183776.

FENTON LABEL CO. ©
Gummed labels. On folder. © 24Jun64; KK181655.

FERRY-MORSE SEED CO., INC. ©
3 nostalgic seed posters, 1891 vintage. Card. © 15Sep64; KK184803.

- FESTIVAL FOODS. ©**
Maple nut syrup; maple & black walnut. Sticker. © 11Sep64; KK18425.
- FIELD ENTERPRISES, INC. ©**
Are you one of today's Moneygrams winners? (In Chicago daily news, Dec. 5, 1964, p.10) Appl. author: Earle Ludgin & Co. © 5Dec64; KK184570.
How do you write your initials? Send in your monogram and win \$1,000 in the Daily news Moneygrams. (In Chicago daily news, Nov. 26, 1964, p.21) Appl. author: Earle Ludgin & Co. © 26Nov64; KK184418.
- FIELDS HOME PRODUCTS, INC. ©**
Hi-Gene detergent dispensing dishwasher care for the hands you love. Card. © 2Dec64; KK184720.
- FIORENTINO, AL.**
Melville. See PLATT & MUNK CO., INC.
- FIRST NATIONAL CITY BANK, NEW YORK.**
No investment shopping; manufacturing executive and wife turn personal investments over to National City specialists for full-time management. (In U. S. News & world report, June 29, 1964, p.84) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © First National City Bank; 29Jun64; KK181816.
- FISHER FLOURING MILLS CO. ©**
A quality product from the Fisher family; Fisher's deluxe instant Zoom whole wheat cereal; 3 lbs. net wt. On bag. © 25Feb64; KK184572.
- FISHER-PRICE TOYS, INC. ©**
Attracts customers magnetically, new Fisher-Price chug-chug with magnetic couplers. (In Playthings, July 1964, p.10) © 20Jul64; KK181823.
Chug Chug with magnetic couplers; an original for boys and girls ages 2 to 5; no.168. On folding carton. NM: revisions. © 4Aug64; KK182510.
Creative blocks; no.771; 18 blocks, 6 dowels. On box. © 19Sep64; KK184228.
Double screen color TV music box, an original for boys and girls 2 to 6; no.196. On folding carton. NM: revisions. © 14Aug64; KK182511.
Educational, new music box lacing shoe. (In Woman's day, Oct. 1964, p.109) © 15Sep64; KK183258.
For the precious preschool years when Christmas means so much; chatter telephone. (In Parent's magazine, Nov. 1964, p.26) © 26Oct64; KK184341.
4 ways to make more money on pre-school toys. (In Toy & hobby world, Sept. 7, 1964, p.5) © 7Sep64; KK183260.
Hot line news; our work is child's play. (In Playthings, May 1964, p.8) © 20May64; KK181438.
Learning is fun with Fisher-Price toys; big performing circus. (In Parents' magazine, Sept. 1964, p.154) © 17Aug64; KK182744.
Little lamb, an original for boys and girls ages 1 to 3; no. 684. On folding carton. © 29Jun64; KK181824.
New creative coaster from Fisher-Price; pull-push toy, construction toy, riding toy. (In Playthings, Apr. 1964, p.8) © 20Apr64; KK181694.
- New from Fisher-Price Toys for pre-school fun; ducky flip-flap. (In Parents' magazine, Apr. 1964, p.140) © 27Mar64; KK181692.
- Our work is child's play; for the precious preschool years when Christmas means so much, Fisher-Price Toys; creative coaster. (In Woman's day, Dec. 1964, p.23) © 16Nov64; KK184568.
- Put the most-wanted name brand of preschool toys in your premium-incentive plan. (In Premium practice, Apr. 1964, p.135) © 5Apr64; KK181693.
- A shoe-in for staple status, new Fisher-Price music box lacing shoe. (In Playthings, June 1964, p.8) © 20Jun64; KK181439.
- Silliest, sellingest dog on wheels; new Fisher-Price wobbles. (In Playthings, Aug. 1964, p.9) © 18Aug64; KK182745.
- Wobbles, funniest dog on wheels. (In Parent's magazine, Oct. 1964, p.116) © 17Sep64; KK183259.
- FITZ, A. W., SR. ©**
Pek-Tuss shampoo ... for thoroughly cleaning and renovating Oriental and domestic rugs. Sticker. © 3Mar64 (in notice: 1963); KK183131.
- FLIPPER-LITE CO. ©**
Flipper-Lite instant emergency warning system for automobiles. Sticker. Appl. author: Janet J. Johnston. © 2Jul64; KK182837.
- FLORIDA CITRUS COMMISSION. ©**
After the lawn's all mowed, and you're ready to relax with something cold, wet and delicious, try a tall and frosty glass of genuine fresh-frozen Florida orange juice, now called O. J. (In The Saturday evening post, Aug. 8, 1964, p.66) © 4Aug64; KK182739.
Another nice thing about it is that you can take it along camping. Florida orange juice. (In The Saturday evening post, Sept. 26, 1964, p.49) © 22Sep64; KK183836.
Chilled O.J. is a good thing to give thirsty kids because it's real orange juice. (In The Saturday evening post, July 25, 1964, p.31) © 21Jul64; KK182473.
The great waker-upper; Florida grapefruit. (In The Saturday evening post, Oct. 10, 1964, p.51) © 6Oct64; KK183980.
Greatfruit juice; Florida grapefruit is greatfruit. (In Ladies' home journal, June 1964, p.108) © 23May64; KK181679.
Greatfruit spoons, great for Florida grapefruit ... Florida grapefruit is greatfruit. (In Woman's day, Nov. 1964, p.112B) © 13Oct64; KK184513.
I like it when my mom fixes grapefruit for the club ladies and saves some for me. (In McCall's, Nov. 1964, p.R-12) © 20Oct64; KK184339.
Snap to; Florida grapefruit is great fruit. (In The Saturday evening post, June 27, 1964, p.48) © 23Jun64; KK182549.
The third color of Christmas; orange as in the bottom of every child's stocking. (In The Reader's digest, Dec. 1964, p.231) © 20Nov64; KK184735.
To everybody in the world who drinks orange juice for breakfast. (In The Saturday evening post, Sept. 12, 1964, p.12) © 8Sep64; KK183827.
- Who ever heard of putting ice cubes in orange juice? (In The Saturday evening post, Aug. 22, 1964, p.55) © 25Aug64; KK183828.
- You know what's good to take on picnics besides soda pop? (In Saturday Evening Post, June 20, 1964, p.44) © 16Jun64; KK181549.
Your kids get thirsty about 150 times a day? Give them O. J. all day. (In Reader's digest, Sept. 1964, p.184) © 20Aug64; KK182861.
- FLORIDA PIPE & FOUNDRY CO. ©**
New Simplicity one-piece carrier; no more headaches with your off-the-floor closet installations. Folder. Appl. author: Courtney C. Pope. © 15Apr64; KK182105.
- FOLDING CARRIER CORP., UNARCO INDUSTRIES, INC. See UNARCO INDUSTRIES, INC. FOLDING CARRIER CORP.**
- FOMART, INC. ©**
Styro-Jig, a precision tool that's fun to use. Folder. © 5Sep64; KK183419.
- FOOD FACILITIES, INC. ©**
Pennant menu. Folder. © 21Apr64; KK183299.
- FORD MOTOR CO. ©**
Accessory installation, radio antenna, models-all; I.S.1427. Sheet. © 21May64; KK183727.
Accessory installation radio antenna; standard models-all; for 1964 models only; I.S.1192. Sheet. © 27Aug63; KK183719.
Accessory installation radio receiver; AM-FM models-all; Thunderbird; I.S.1487. Sheet. © 18Jun64; KK183722.
Accessory installation, radio receiver (push button) for 500 series; Fairlane; I.S.1400. Sheet. © 4May64; KK183908.
Accessory installation, radio receiver (suppression) Fairlane; I.S.1530. Sheet. © 8Jul64; KK183917.
Accessory installation radio receiver, suppression; Falcon-Comet; I.S.1458. Sheet. © 5Jun64; KK183698.
Accessory installation, radio receiver, truck C.O.E.; I.S.1535. Sheet. © 23Jul64; KK183906.
Anti-theft fuel tank cap installation instructions; Mustang; I.S.1521. Sheet. © 4Aug64; KK183915.
Application of wood grain transfer; I.S.1414. Sheet. © 27Jul64; KK183725.
Auxiliary spring, air; installation kit; 1965 Ford & Mercury; I.S.1539A. Sheet. © 21Sep64; KK183920.
Back-up lamp; installation kit; 1965 Fairlane station wagon; I.S.1573. Sheet. © 31Jul64; KK183937.
Back-up lamp switch; installation kit; 1965 Fairlane, 3 spd. column shift; I.S.1570. Sheet. © 30Jul64; KK183935.
Back up lamp switch; installation kit; 1965 Ford, 3 spd. column shift; I.S.1569. Sheet. © 30Jul64; KK183934.
Boot front seat belt; installation kit; I.S.1341. Sheet. © 25Mar64; KK183712.
Carrier roof luggage; installation kit; Ford; I.S.1175-B. Sheet. © 8Sep64; KK183907.
Carrier roof luggage; installation kit. (Roof luggage carrier) I.S.1278-A. Sheet. © 12May64; KK183745.

- FORD MOTOR CO.-Con.
- Cigar lighter; installation kit; 1965 Falcon; I.S.1356. Sheet. © 21May64; KK183737.
- Clock electric; installation kit; 1965 Ford; I.S.1418. Sheet. © 29Jul64; KK183910.
- Deck mounted luggage carrier; installation kit; 1965 Mustang; I.S.1529. Sheet. © 21Jul64; KK183916.
- Dispenser assy. tissue; installation; I.S.1372. Sheet. © 17Jun64; KK183739.
- Door inside pull; installation strap assy.; I.S.1286. 2 sheets. NM: additions. © 9Jan64; KK182822.
- Engine induction 2.4V; installation kit; 1963-64 Falcon & Comet, Fairlane; I.S.1385. Sheet. © 16Jun64; KK183742.
- Engine induction 2-4V; installation kit; 1963 thru 65 Falcon & Comet, Fairlane-Mustang; I.S.1394-A. Sheet. © 16Jun64; KK183740.
- Fairlane power steering linkage kit; installation procedure; I.S.1276. Sheet. © 4Feb64 (in notice: 1963); KK182281.
- Fitting assy.; air conditioner refrigerant line; installation; I.S.1428. Sheet. © 15May64; KK183728.
- Front towing hooks; installation kit; I.S.1454. Sheet. © 9Jul64; KK183733.
- Front towing hooks; installation kit; truck models N500-750; I.S.1374. Sheet. © 9Jul64; KK183744.
- Front towing hooks & bracket assy.; truck models F800-1100, N850-1000; installation kit; I.S.1453. Sheet. © 9Jul64; KK183732.
- General location of service door assembly rework for attachment of door outer panel applique assemblies; I.S.1411. 3 sheets. © 5Aug64; KK183689.
- Horn, air with compressor; installation kit; universal application; I.S.1452. Sheet. © 4May64; KK183911.
- Ignition switch bezel; I.S. 1287. 2 sheets. © 4Mar64 (in notice: 1963); KK183685.
- Installation of replacement stator and rectifier to 60 ampere Leece-Neville alternators; I.S.1348. Sheet. © 21May64; KK183716.
- Installation procedure, adjustable air springs; I.S.1539B. Sheet. © 21Sep64; KK183921.
- Installation procedure, Fairlane power steering pump kit, eight-cylinder; I.S.1550. Sheet. © 11Aug64; KK183930.
- Installation procedure, Falcon-Comet power steering pump kit, eight-cylinder; I.S.1546. Sheet. © 11Aug64; KK183926.
- Installation procedure, power steering accessory kit, Fairlane six-cylinder; I.S.1544. Sheet. © 11Aug64; KK183924.
- Installation procedure; power steering accessory kit; Falcon and Comet 6 cylinder; I.S.1345. Sheet. © 2Mar64; KK183714.
- Installation procedure, power steering accessory kit, Falcon and Comet 6-cylinder; I.S.1542. Sheet. © 11Aug64; KK183922.
- Installation procedure, power steering accessory kit, Ford six-cylinder; I.S.1552. Sheet. © 11Aug64; KK183931.
- Installation procedure; power steering accessory kit, Mustang 6 cylinder engines; I.S.1355. Sheet. © 6Apr64; KK183736.
- Installation procedure, power steering adapting accessory kit; Falcon and Comet six cylinder with air conditioning; I.S.1346-I.S.1347. 2 sheets. © 2Mar64; KK183715; 183717.
- Installation procedure, power steering adapting kit, Falcon/Comet & Mustang 6-cylinder (with air conditioning); I.S.1548. Sheet. © 11Aug64; KK183928.
- Installation procedure; power steering kit, F-100, F-250 (less 4X4) 292 C.I.D. engine; I.S.1464. Sheet. © 14Jul64; KK183709.
- Installation procedure; power steering linkage kit; Fairlane; I.S.1436. Sheet. © 4Aug64; KK183706.
- Installation procedure, power steering linkage kit; Falcon and Comet with 6-cylinder engines; I.S.1485. Sheet. © 11Aug64; KK183697.
- Installation procedure, power steering linkage kit; Mustang with 6-cylinder engines; I.S.1481. Sheet. © 24Aug64; KK183695.
- Installation procedure, power steering linkage kit; Mustang with 8-cylinder engine; I.S.1483. Sheet. © 24Aug64; KK183696.
- Installation procedure; power steering pump adapting accessory kit; Mustang 8 cylinder engine with air conditioning; I.S.1302-A. Sheet. © 19May64; KK183710.
- Installation procedure to install door interior pull strap kit 1964 Thunderbird; I.S.1358. Sheet. © 10Jun64; KK183738.
- Instrument cluster printed circuit conversion kit, 1961-64 tilt cab truck; I.S.1455. 6 sheets. © 14Jul64; KK183690.
- License plate mounting; installation kit; I.S.1351. Sheet. © 7May64; KK183718.
- Mirror rear view outside; installation kit; I.S. 1224. 2 sheets. © 30Oct63; KK181599.
- Mirror rear view outside; installation kit; I.S. 1260. 2 sheets. © 7Jan64 (in notice: 1963); KK183684.
- Mirror rear view outside; installation kit; I.S.1378. Sheet. © 7Apr64; KK183704.
- Mirror rear view outside; installation kit; I.S.1420. Sheet. © 18May64; KK183705.
- Mirror rear view outside; installation kit; I.S.1445. Sheet. © 29May64; KK183703.
- Moulding body side; installation kit; 1965 Thunderbird; I.S.1323. Sheet. © 14Jul64; KK183711.
- Muffler outlet pipe hanger bracket; installation kit; I.S.1240. 2 sheets. © 10Mar64 (in notice: 1963); KK183686.
- 1965 Falcon & Comet, 3 spd; I.S.1568. Sheet. © 29Jul64; KK183933.
- Power steering; installation kit; Falcon-Comet 8 cyl.; I.S.1437. Sheet. © 4Aug64; KK183729.
- Power steering; installation kit; Mustang 6 cyl.; I.S.1480. Sheet. © 24Aug64; KK183700.
- Power steering; installation kit; Mustang 8 cyl.; I.S.1482. Sheet. © 24Aug64; KK183699.
- Power steering; installation kit; 1961/1964 Ford trucks F100-250 except 4X4; I.S.1463. Sheet. © 13Jul64; KK183708.
- Power steering linkage; installation kit; I.S.1435. Sheet. © 18Aug64; KK183707.
- Power steering pump; installation kit; Fairlane 6 cyl.; I.S.1543. Sheet. © 11Aug64; KK183923.
- Power steering pump; installation kit; Fairlane 8 cyl; I.S.1549. Sheet. © 11Aug64; KK183929.
- Power steering pump; installation kit; Falcon & Comet 6 cyl.; I.S.1376. Sheet. © 1Apr64; KK183694.
- Power steering pump; installation kit; Mustang 6 cyl.; I.S.1376-A. Sheet. © 23Apr64; KK183693.
- Power steering pump adaptor; installation kit; Mustang, Falcon & Comet 6 cyl.; I.S.1547. Sheet. © 11Aug64; KK183927.
- Power steering with air conditioning; installation kit; Falcon & Comet, 6 cyl.; I.S.1386. Sheet. © 17Apr64; KK183702.
- Power steering with air conditioning; installation kit; Falcon & Comet, 6 cyl.; I.S.1387. Sheet. © 17Apr64; KK183701.
- Power steering with air conditioning; installation kit; Mustang 8 cyl.; I.S.1353-A. Sheet. © 19May64; KK183734.
- Radio, rear seat speaker; installation kit; SK-C5AA-18875-K; 1965 Mustang; I.S.1538. Sheet. © 14Jul64; KK183919.
- Radio receiver, suppression; installation kit; 1965 Ford; I.S.1590. Sheet. © 6Aug64; KK183942.
- Radio reverberation speaker foot control; installation kit; 1965 Falcon, Fairlane, Ford; I.S.1520. Sheet. © 2Jul64; KK183914.
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- Rear wheel splash guard support; installation kit; I.S.1344. Sheet. © 19Feb64; KK183713.
- Reflector flare; installation kit; universal application; I.S.1533. Sheet. © 50Oct64; KK183918.
- Reverberator, rear seat speaker; installation kit; Thunderbird; I.S.1508. Sheet. © 17Aug64; KK183912.
- Rework of service hood assembly to accommodate carburetor air scoop. (Hood rework for carburetor air scoop) I.S.1401. 2 sheets. © 16Jul64; KK183688.
- Ring wheel trim; installation kit; I.S.1478. Sheet. © 26Aug64; KK183723.
- Servicing the back window retained with butyl tape seal. (Back window removal and installation) I.S.1432. 7 sheets. © 19Aug64; KK183687.
- Shield fender; installation kit; I.S.1451-A. Sheet. © 8Sep64; KK183731.
- Shield fender; installation kit; Fairlane; I.S.1392. Sheet. © 8Sep64; KK183741.
- Speaker radio receiver, rear seat; installation kit; 1965 Ford model 630; I.S.1578. Sheet. © 4Aug64; KK183939.
- Speaker radio receiver, rear seat; installation kit; 1965 Ford model 76; I.S.1580. Sheet. © 4Aug64; KK183941.
- Speaker radio receiver, rear seat; installation kit; 1965 Ford models 57-B; I.S.1577. Sheet. © 4Aug64; KK183938.
- Speaker radio receiver, rear seat; installation kit; 1965 Ford models 62-54-63A-B-F-G; I.S.1579. Sheet. © 4Aug64; KK183940.
- Spring auxiliary; installation kit; 1964 truck, F-100; I.S. 1497. Sheet. © 6Aug64; KK183724.
- Suppression; installation kit; I.S.1447. Sheet. © 1Jun64; KK183730.

G

- Switch & bracket assy., parking brake signal; installation kit; 1965 Fairlane; I.S.1416. Sheet. © 21Jul64; KK183726.
- Switch and bracket assy., parking brake signal; installation kit; 1965 Ford; I.S.1380. Sheet. © 5Aug64; KK183743.
- Tachometer; installation kit; universal application; I.S.1417. Sheet. © 24Sep64; KK183909.
- Tachometer; installation kit; universal application; I.S.1599. Sheet. © 24Sep64; KK183943.
- 352-390 engine with A/C; I.S.1468. Sheet. © 14Jul64; KK183735.
- Transmatic transmissions; I.S.1270. Sheet. © 25Feb64; KK183692.
- Transmatic transmissions; I.S.1271. Sheet. © 25Feb64; KK183691.
- Windshield washer; installation kit; 1965 Econoline; I.S.1511. Sheet. © 2Jul64; KK183913.
- Washer windshield; installation kit; 1965 Ford, single speed wipers; I.S.1572. Sheet. © 30Jul64; KK183936.
- Washer windshield, single speed; installation kit; Mustang; I.S.1557. Sheet. © 22Jul64; KK183932.
- FORRELL, THOMAS & POLACK ASSOCIATES, INC.** ©
Firestone presents your Christmas favorites, volume 3; Gordon MacRae. Record sleeve. © 15Jul64; KK182431.
- FORSBERG (H.) CO.** ©
The all-purpose industrial primer no.200, XIM Flash Bond; rust inhibiting, bonding & sealing primer; 1 gallon. On wrapper. © 26May64; KK182382.
- FORSYTH, LOUISE H.** ©
Lilliputheque; world's smallest catalog of books for young people. Card. © 15Nov64; KK184356.
- FORSYTH (CARL) INC.** ©
Furniture from Forsyth, 1964-1965. 123 p. © 15Apr64; KK182440.
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These are the hands of a worker; buy dry hands, at a modest cost. (In Purchasing, March 13, 1961, p.36) © 13Mar61; KK183599.
- FRANCONIA IMPORT CO.** ©
The wine press, fall 1964, what's new? plenty; vol.II, no.2. Sheet. © 30Oct64; KK183944.
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Card-envelope with seal. © 29Apr64; KK182492.
- FREDERICK, JOHN T.** See HAVENLY PRODUCTS CO.
- FRIEBERG, A.**
Mountie and mountain man with string of mules. See NORTHWEST PAPER CO.
- FRIEBERG, A.**
Mountie leading string of packhorses past waterfall. See NORTHWEST PAPER CO.
- Outdoor open house with summer coolers and Nabisco snack crackers. See NABISCO.
- FULTON-DENVER CO.**
Carry with Barry. Sheet. Appl. author: W. Jay Slifer. © Fulton-Denver Co. (in notice: Fulton-Denver); 17Aug64; KK182459.
- GAGNE ASSOCIATES, INC.** ©
Push-pull rod-end coupling with self-aligning action for air cylinders. Folder. (Bulletin GA 64 REC) © 25Nov64; KK184734.
- Shield-Stripp, hand stripping tool for metal braid shielding. Folder. (Bulletin GA 6455) © 30Nov64; KK184730.
- GALLOVICH, MATILDA L.** ©
Wonderful No-Chafe, prevents chafing. Folder. © 24Jun64; KK181598.
- GANDY CO.** ©
New broadcast spreaders, 6, 8, 10, 11, 12, and 20 foot. Folder. Appl. author: Ebenhard S. Gandrud. © 15Nov64; KK184354.
- New 3-point-hitch broadcast granular chemical applicator 8, 10, 12 and 14 foot. Sheet. Appl. author: Ebenhard S. Gandrud. © 1Nov64; KK183965.
- 901 regular granular chemical applicators for pto soil incorporation. Sheet. Appl. author: Ebenhard S. Gandrud. © 10Oct64; KK183966.
- 901-3 regular granular chemical applicators for sugar beet pest control. Sheet. Appl. author: Ebenhard S. Gandrud. © 16Nov64; KK184167.
- GARNEAU (JOSEPH) CO.**
Don't get too attached to them. See BROWN-FORMAN DISTILLERS CORP.
- GARRETT, EDWARD L.** ©
Do-Away exerciser self-occupation aid. Slip. © 19Nov64; KK184230.
- GARRETT LABORATORIES, INC.** ©
HS-35 aerosol spray relieves hemorrhoid discomfort. On folding carton. © 9Nov64; KK184127.
- GAY (FLORENCE) ASSOCIATES.** ©
Talk about women, a regular weekly feature by Janet Kinney. (In New York post, Nov. 25, 1964, p.33) Appl. author: Florence Gay. © 25Nov64; KK184405.
- GENERAL FIREPROOFING CO.** ©
GF adjust-a-shelf units. Folder. © 1Jun64; KK182211.
- GF business furniture; 40/4 chairs. Folder. © 1Jun64; KK182206.
- GF business furniture; rail partitions. Folder. © 1Jun64; KK182212.
- GF Data processing accessory equipment. Folder. (Form no. 407FE364) © 1Jun64; KK182169.
- GF furniture and equipment for hospitals, clinics, institutions. Folder. © 1Nov64; KK184547.
- GF Goodform Club. Folder. © 1Aug64; KK182208.
- GF Goodform 200 chairs. Folder. (Form no. 406 OC 464) © 1Jun64; KK182168.
- GF Goodform 300 chairs. Folder. (Form no. 401 OC 464) © 1Jun64; KK182167.
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- GF Holdsall small parts cabinet. Folder. © 1Sep64; KK183495.
- GF Mode-Maker desks. Folder. © 1Jun64; KK182205.
- GF open shelf filing units. Folder. © 1Jun64; KK182214.
- GF rigid-front filing cabinets. Folder. © 1Jun64; KK182204.
- GF 1600 series desks. Folder. © 1Jun64; KK182210.
- GF 6000 series; settees, benches, tables. Folder. © 1Jun64; KK182213.
- GF Super-Carder, card record desk; model 355X. Folder. © 1Jun64; KK182209.
- General specifications; GF 40/4 chair. Sheet. © 20May64; KK181638.
- Why and how to sell the 1900 series economy dash system. 1 v. (Generalaire selling ideas) © 1Jun64; KK182207.
- GENERAL FOODS CORP.** ©
The Kool-Aid Kids present Red Riding Hood and the wolf. (In Sunday news, New York, June 14, 1964, p.5) Appl. author: Foote, Cone & Belding. © 14Jun64; KK181726.
- Meet S-O-ettes, a rough, tough soap pad, with a soft sponge back. (In Daily news, July 23, 1964, p.53) Appl. author: Foote, Cone & Belding. © 23Jul64; KK181964.
- Treat a host of ghosts with one package of Kool-Aid. (In Life, Oct. 30, 1964, opposite p.46B) Appl. author: Foote, Cone & Belding. © 26Oct64; KK184316.
- GENERAL MEN'S WEAR CORP.** ©
Form 3. Card. © 10Jun64; KK182497.
- GENERAL RADIO CO.** ©
Sound measuring equipment, vibration. 19 p. Appl. author: Constantine James Lahanas. © 20Aug63; KK183060.
- VHF, UHF microwave equipment; types 874 and 900. 19 p. Appl. author: Constantine James Lahanas. © 15Jul63; KK183128.
- GERMAIN'S, INC.** ©
Crabgrass preventer 10-3-0; net weight 10 lbs. On bag. © 22Sep64; KK183048.
- Dichondra weed control wettable powder effective herbicide for control of certain weeds and grasses found in dichondra lawns, ice plant, & ornamental strawberry ground covers; net weight 7 ozs. Sticker. © 21Oct64; KK183868.
- Do not use on dichondra, one treatment kills dandelions, cutworms & feeds lawns; lawn weeder 20-10-5, weeds, feeds, controls insects; net weight 18 lbs. On bag. © 21Oct64; KK183869.
- An effective weed control with nitrogen fertilizer; dichondra weed control 6-0-0; net weight 10 lbs. On bag. © 21Oct64; KK183870.
- Green key 5-0-0 corrects chlorosis in plants, trees & lawns; net weight 4 ozs. Sticker. © 21Oct64; KK183867.
- Lawn food 20-10-5, sustained feeding action for grass & dichondra; net wt. 22 lbs. On bag. © 3Aug64; KK182056.
- Old fashioned fragrance in Germain's new hybrid tea rose. Card. Appl. author: Sweeney, Krist & Dimm. © 15Oct64; KK184387.
- Pentrex, modern poly-nutrient plant food with soil penetrant added. Net contents 1 gallon. On wrapper. © 17Jul64; KK181792.
- Premium brand common Bermuda grass, hulled; an easy to plant, easy to care for lawn. Net wt. 1 lb. On folding carton. © 5Aug64; KK182025.

GERMAIN'S, INC.-Con.

Vitamin B1 solution; soil penetrant, wetting agent added; net contents 1 pint. Sticker. © 10Oct64; KK183396.

GILBERT, WILLIE.

How to succeed in business without really trying. See LOESSER, FRANK.

GILLETTE CO. ©

Gillette special 98¢ ... Now 2 top-selling Gillette products for under one dollar; stainless steel blades, foamy shaving cream. (In Super-market news, Dec. 21, 1964, p.23) © 21Dec64; KK184819.

Hey, that's my Foamy. Card.

© 30Jun64; KK181547.

New hair grooming discovery for men; Heads Up. (In Life, Sept. 11, 1964, p.11) © 9Sep64; KK182962.

Place of honor this Christmas, elegant new gift sets by Gillette; Sun Up talc. (In McCall's, Dec. 1964, p.66) © 24Nov64; KK184360.

Trade'em up to stainless, Gillette's new trial pack. (In Drug topics, Nov. 16-30, 1964, p.6) © 11Nov64; KK184392.

Two Gillette World Series specials; get ready for double-barrelled Series season promotion. (In Chain store age, Aug. 1964, p.128-129) © 1Aug64; KK182146.

2 Gillette World Series specials; stainless steel special. Sheet. © 10Aug64; KK182238.

Wow, 2 World Series specials from Gillette; stainless steel blades. Sheet. © 10Aug64; KK182239.

GLASCOTE PRODUCTS, INC.

Corrosion-resistant equipment for chemical processing. 11 p. (Bulletin MG 106B) Appl. author: Eugene Krymkowski. © A. O. Smith Corp. (In notice: Glasco Products, Inc. a subsidiary of A. O. Smith Corp.); 1Jul64; KK181970.

GLASSIE, DON. See SKI VENTURES.

GLASSIE, PHYLLIS. See SKI VENTURES.

GLASTEEL, INC. ©

New king size sample kit; Glasteel Coronet the first truly distinctive design in fiberglass panel history. Sheet. © 6Nov64; KK184111.

Win a vacation to fabulous Hawaii; Glasteel will be your magic carpet. Folder. © 6May64; KK182631.

GLENCO REFRIGERATION CORP. ©

Commercial refrigeration catalog directory G-60. © 1May59; KK181522.

GLENMORE DISTILLERIES CO. ©

The quiet blend; Old Thompson brand blended whisky. (In U. S. news & world report, Oct. 12, 1964, p.41) Appl. author: Post-Keyes-Gardner, Inc. © 5Oct64; KK183453.

GOODWIN, J. HAROLD. ©

Play Golf Sweepstakes; win up to \$100.00; Gold Sweepstakes cards are free every time you visit your market. Card. © 4Sep64; KK182683.

GORDON (JACKIE) MEN'S STORE. ©

Non-sale. (In The Evening bulletin, June 29, 1964, p.5) Appl. author: Harold S. Gilbert. © 29Jun64; KK181483.

GORDON (JACKIE) MEN'S STORE, INC. ©

Crime radio. (In The Evening bulletin, Philadelphia, Sept. 24, 1964, p.4) Appl. author: Harold S. Gilbert. © 24Sep64; KK183851.

Free: 1 hour. (In The Evening bulletin, Philadelphia, Oct. 26, 1964, p.4) Appl. author: Harold S. Gilbert. © 26Oct64; KK183854.

Hopsacking ... is the word in men's fabric this season. (In The Philadelphia inquirer, Sept. 21, 1964, p.5) Appl. author: Harold S. Gilbert, Advertising. © 21Sep64; KK183086.

Just 5¢ to make nationally famous makers love the business we give them. (In The Evening bulletin, May 11, 1964, p.5) Appl. author: Harold S. Gilbert. © 11May64; KK181670.

No gin, but we do have the tonic for your warm weather wardrobe. (In The Evening bulletin, June 8, 1964, p.5) Appl. author: Harold S. Gilbert. © 8Jun64; KK181669.

Personal. (In The Philadelphia inquirer, Sept. 28, 1964, p.13) Appl. author: Harold S. Gilbert. © 28Sep64; KK183852.

Personal; in these days ... the personal touch is a fast fading item. (In The Evening bulletin, Sept. 8, 1964, p.4) Appl. author: Harold S. Gilbert, Advertising. © 8Sep64; KK183087.

Picasso. (In The Evening bulletin, Philadelphia, Oct. 5, 1964, p.4) Appl. author: Harold S. Gilbert. © 5Oct64; KK183853.

La primavera, printemps, or spring. (In The Evening bulletin, May 4, 1964, p.5) Appl. author: Harold S. Gilbert. © 4May64; KK181671.

Psychotic, neurotic, ordinary garden variety "kook"? (In The Evening bulletin, May 18, 1964, p.4) Appl. author: Harold S. Gilbert. © 18May64; KK181672.

Running? Running for office, or just running to the office? (In The Philadelphia inquirer, July 6, 1964, p.5) Appl. author: Harold S. Gilbert. © 6Jul64; KK181576.

Snikit is the sound ... removing the famous makers labels from nationally advertised clothing. (In The Philadelphia inquirer, Sept. 17, 1964, p.4) Appl. author: Harold S. Gilbert, Advertising. © 17Sep64; KK183085.

To the forty, down to the thirty, down to the twenty, the crowd's going wild. (In The Philadelphia inquirer, Sept. 19, 1964, p.5) Appl. author: Harold S. Gilbert. © 19Oct64; KK184348.

GOTOPRO PRODUCTIONS, INC. ©

Missing links, the game you see on television; for ages 10 to adult. No.4411. M. Bradley Co. On wrapper. © 27Apr64; KK183896.

GRACE (W. R.) & CO. ©

Homeowner tips from Grace Lawn Spray Service; your lawn needs fertilizer in the fall. (In Baltimore sun, Oct. 4, 1964, p.H-3) © 4Oct64; KK183992.

GRAND RAPIDS HOUSE FURNISHING CO. ©

One third of your life is spent in bed; are you confused about mattresses? Folder. Appl. author: Clarence M. Skamser. © 4Dec63; KK181561.

GRAY (DOROTHY) LTD. ©

Moisture, softening, smoothing, captured in your lips by a marvelous new oval lipstick Liquecence. (In Vogue, Nov. 1, 1964, p.57) © 1Nov64; KK183845.

This is a love story; Indigo. (In The New Yorker, Nov. 21, 1964, p.21-24) © 19Nov64; KK184232.

GRAYSLAKE GELATIN CO. ©

Unflavored gelatin; pure protein, for normal & special diets; net weight one pound. On wrapper. © 26Aug64; KK182742.

GREATER ST. LOUIS METROPOLITAN AREA

RAMBLER DEALERS ASSN. © Biggest car dollar in the St. Louis area, Rambler dollar. (In St. Louis post-dispatch, Apr. 8, 1964, p.13A) © 8Apr64; KK184557.

Come in, let us show you why Rambler is America's fastest growing car. Sheet. © 20Feb64; KK184559.

Your local Rambler dealer issues this V8 challenge. (In St. Louis globe-democrat, Apr. 4-5, 1964, p.14C) © 4Apr64; KK184558.

GREEN GIANT CO. ©

Baby brussels sprouts frozen in butter sauce; net weight: 10 oz. On folding carton. © 28Mar62; KK184535.

Baby lima beans frozen in butter sauce; net weight: 10 oz. On folding carton. © 9Apr61; KK184529.

Better mousetrap dept. (In The New Yorker, Jan. 11, 1964, p.84) Appl. author: Leo Burnett Co., Inc. © 9Jan64; KK182668.

Can a small-town Giant from LeSueur, Minnesota, show the world a thing or two about frozen vegetable profits? Yes. (In Progressive grocer, Mar. 1964, p.147) Appl. author: Leo Burnett Co., Inc. © 1Mar64; KK182673.

Clip and save; this coupon worth 8¢; Green Giant frozen vegetables. (In Wisconsin State journal, June 4, 1964, section 3, p.12) Appl. author: Leo Burnett Co., Inc. © 4Jun64; KK182665.

Cold hands, warm heart, all green; Green Giant frozen vegetables. (In The New Yorker, Feb. 15, 1964, p.98) Appl. author: Leo Burnett Co., Inc. © 13Feb64; KK182672.

Cream style corn Niblets corn-frozen in its own sweet cream; net weight: 12 oz. On folding carton. © 22Jan62; KK184533.

Delicate brand small, young early June peas; net weight 8 1/2 oz. Sticker. NM: rev. © 23Dec63; KK184373.

Extra long, tender green asparagus spears; net weight 1 lb. 3 oz. Sticker. NM: rev. © 17Apr62; KK184377.

French style wax beans; net weight 1 lb. Sticker. NM: rev. © 12May63; KK184378.

Gourmet cooking with vegetables. (In The New Yorker, Jan. 11, 1964, p.85) Appl. author: Leo Burnett Co., Inc. © 9Jan64; KK182674.

How to take home a tasty omelet, and how to get a free dozen eggs for your next tasty omelet; Lesueur sliced mushrooms. (In The Miami herald, Mar. 12, 1964, p.16E) Appl. author: Leo Burnett Co., Inc. © 12Mar64; KK182670.

Italian green beans frozen in butter sauce; net weight: 9 oz. On folding carton. © 24May63; KK184537.

Jolly green casserole offer from the Giant, of the same color. (In Better homes & gardens, Apr. 1964, p.85) Appl. author: Leo Burnett Co., Inc. © 25Mar64; KK182667.

Kitchen sliced green beans frozen in butter sauce; net weight: 9 oz. On folding carton. © 12Oct61; KK184532.

- Kitchen Sliced green beans with tiny imported onions; net weight 1 lb. Sticker. © 14Nov62; KK184381.
- Kitchen Sliced wax beans; half-inch cut; net wt. 1 lb. Sticker. NM: rev. © 19Nov63; KK184375.
- Kounty Kist whole green beans; net weight 1 lb. Sticker. NM: rev. © 6Nov63; KK184385.
- Le Sueur brand large, whole mushrooms; net drained wt. 4 1/2 oz. avoird. Sticker. NM: rev. © 13Sep62; KK184379.
- Le Sueur brand very young, small early peas; net wt. 8 1/2 oz. av. Sticker. NM: rev. © 20Jun63; KK184383.
- Little baby peas frozen in butter sauce; net weight: 10 oz. On folding carton. © 9Apr61; KK184531.
- Mexicorn corn with sweet peppers frozen in butter sauce; net weight: 10 oz. On folding carton. © 28Mar62; KK184534.
- New, cut leaf spinach frozen in butter sauce; new weight: 10 oz. On folding carton. © 13Dec63; KK184539.
- New, whole mushrooms frozen in butter sauce; net weight: 6 oz. On folding carton. © 29Jan64; KK184540.
- Niblets corn frozen in butter sauce; net weight: 10 oz. On folding carton. © 9Apr61; KK184530.
- Save 8¢ when you try any one of my new Green Giant vegetables frozen in butter sauce. (In Green Bay press-gazette, May 20, 1964, p.39) Appl. author: Leo Burnett Co., Inc. © 20May64; KK182671.
- Sliced mushrooms; net drained wt. 2 1/2 oz. avoird. Sticker. © 12Aug62; KK184374.
- Smooth way to save 10 cents; Green Giant golden sweet corn, cream style. (In Evening express, Portland, Me., June 3, 1964, p.13) Appl. author: Leo Burnett Co., Inc. © 3Jun64; KK182675.
- Sweet peas with sliced mushrooms; net weight 1 lb. 1 oz. Sticker. © 12Nov62; KK184380.
- Tender green cut spears asparagus; net weight 10 1/2 oz. avoird. Sticker. NM: rev. © 9Apr62; KK184376.
- Trellis brand green lima beans; net wt. 1 lb. 1 oz. Sticker. © 19Dec63; KK184386.
- What's little and famous, and makes extra profits? Green Giant buffets, Tom said cannily. (In Nargus bulletin, Jan. 1964, p.45) Appl. author: Leo Burnett Co., Inc. © 2Jan64; KK182666.
- What's new besides ho ho ho? This new Green Giant cut leaf spinach, plus an 8¢ saving. (In TV guide, June 13, 1964, p.A65) Appl. author: Leo Burnett Co., Inc. © 10Jun64; KK182669.
- Whole green beans; net weight 1 lb. Sticker. NM: rev. © 22Jul63; KK184384.
- Whole wax beans; net weight 1 lb. Sticker. NM: rev. © 21Nov62; KK184382.
- World's first slant-shaped 8¢ coupon. (In The Evening bulletin, Philadelphia, Feb. 26, 1964, p.14B) Appl. author: Leo Burnett Co., Inc. © 26Feb64; KK182677.
- World's first slant-shaped 10¢ coupon. (In The Minneapolis star, Feb. 26, 1964, p.16A) Appl. author: Leo Burnett Co., Inc. © 26Feb64; KK182676.
- Young & tender cauliflower buds frozen in butter sauce; net weight: 10 oz. On folding carton. © 10Jun63; KK184538.
- Young broccoli spears frozen in butter sauce; net weight: 10 oz. On folding carton. © 27Aug62; KK184536.
- GREENBERG (IRVING) INC. © Italian rainaissance; model: Michelangelo's David. (In The New Yorker; Oct. 17, 1964, p.32) © 17Oct64; KK183621.
- 3REENE (E.) & CO., INC. © It's our pleasure to serve you; pure cane sugar. Slip. © 1Jun59; KK181851.
- GREENE, HAMILTON. Dogs, heroes, adventures, friends. See PLATT & MUNK CO., INC. The sea chest. See PLATT & MUNK CO., INC.
- GREENHOUSE (A.) INC. © Chef's choice seafood cocktail sauce; 100% pure. Net wt. 4 ozs. avoird. Sticker. © 4Nov63; KK181843.
- GREENWOOD MILLS, INC. © Dacron/cotton breakthrough; now, Murdock a year-round weight with the look and feel of a fine worsted. (In Women's wear daily, Apr. 21, 1964, p.17) Appl. author: Rockmore Co. © 21Apr64; KK182426.
- Dickies select's Greenwood's all cotton Midvale corduroy for these back-to-school slacks. (In Life, Aug. 31, 1962, p.R4) Appl. author: Rockmore Co. © 31Aug62; KK181815.
- Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Charles Meyers makes the slacks. (In Sports illustrated, Apr. 13, 1964, p.M2) Appl. author: Rockmore Co. © 13Apr64; KK182425.
- Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Duckster makes the jacket. (In Sports illustrated, May 11, 1964, p.E 11) Appl. author: Rockmore Co., Inc. © 11May64; KK181910.
- Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Eagle Shirtmakers makes the flap pocket. (In Sports illustrated, Sept. 21, 1964, p.E3) Appl. author: Rockmore Co. NM: additions. © 17Sep64; KK184248.
- Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Grace makes the jumper. (In Parent's magazine, Aug. 1964, p.124) Appl. author: Rockmore Co. NM: additions. © 25Jul64; KK184262.
- Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Honey Bee makes the sportswear. (In Mademoiselle, Sept. 1964, p.193) Appl. author: Rockmore Co. NM: additions. © 29Aug64; KK184253.
- Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, KC Boyswear makes the parka. (In Look, Aug. 11, 1964, p.78) Appl. author: Rockmore Co. NM: additions. © 28Jul64; KK184261.
- Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Lion of Troy makes the shirt. (In Look, Sept. 22, 1964, p.M8) Appl. author: Rockmore Co. NM: additions. © 8Sep64; KK184251.
- Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, M & D Simon makes the shirt. (In Look, Nov. 17, 1964, p.94) Appl. author: N. W. Ayer & Son, inc. NM: additions & revisions. © 3Nov64; KK184637.
- Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Metro makes the ski pants. (In Look, Oct. 6, 1964, p.M4) Appl. author: N. W. Ayer & Son, Inc. © 22Sep64; KK183949.
- Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Pacific Trail makes the parka. (In Sports illustrated, Aug. 24, 1964, p.W5) Appl. author: Rockmore Co. NM: additions. © 20Aug64; KK184256.
- Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Pacific Trail makes the reversible jacket. (In Sports illustrated, Aug. 3, 1964, p.W6) Appl. author: Rockmore Co. NM: additions. © 30Jul64; KK184259.
- Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Serbin makes the jumper. (In Seventeen, Aug. 1964, p.340) Appl. author: Rockmore Co. NM: additions. © 30Jul64; KK184258.
- Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Skagway makes the insulated coverall. (In Sports illustrated, Sept. 14, 1964, p.M2) Appl. author: Rockmore Co. NM: additions. © 10Sep64; KK184250.
- Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Stockton makes the stretch pants. (In Seventeen, Nov. 1964, p.20) Appl. author: N. W. Ayer & Son, Inc. © 27Oct64; KK184693.
- Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Stone makes the undershorts. (In Look, May 5, 1964, p.M16) © 5May64; KK181908.
- Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Sunny Isle makes the shirt-waist dress. (In Seventeen, July 1964, p.28) Appl. author: Rockmore Co. © 1Jul64; KK182644.
- Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Tom Sawyer makes the shirt. (In Look, Aug. 25, 1964, p.M6) Appl. author: Rockmore Co. NM: additions. © 11Aug64; KK184257.
- Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Truval makes the shirt-jac. (In Look, Sept. 8, 1964, p.M12) Appl. author: Rockmore Co. NM: additions. © 25Aug64; KK184255.
- Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Washington Dee Cee makes the ivy-styled slacks. (In Look, Nov. 17, 1964, p.118) Appl. author: N. W. Ayer & Son, Inc. NM: additions & revisions. © 3Nov64; KK184638.
- Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Weatherbee makes the coat. (In Mademoiselle, Aug. 1964, p.217) Appl. author: Rockmore Co. NM: additions. © 29Jul64; KK184260.
- Fabrics with the character of quality by Greenwood; Greenwood makes the fabric, Wippette makes the sportswear. (In Seventeen, June 1964, p.62) Appl. author: Rockmore Co. © 1Jun64; KK182642.
- Greenwood makes the fabric, Bobbie Brooks makes the sports look. (In Mademoiselle, Sept. 1964, p.30) Appl. author: Rockmore Co. NM: additions. © 29Aug64; KK184254.

GREENWOOD MILLS, INC.-Con.

Greenwood makes the fabric, Cable makes the raincoat; fabrics with the character of quality by Greenwood. (In Daily news record, June 23, 1964, p.11) Appl. author: Rockmore Co. © 23Jun64; KK181808.

Greenwood makes the fabric, Chandler makes the infants' sets; fabrics with the character of quality by Greenwood. (In Infants' & children's review, May 1964, p.10) Appl. author: Rockmore Co., Inc. © 1May64; KK182643.

Greenwood made the fabric, Collins & Aikman made it a sellout; fabrics with the character of quality by Greenwood. (In Women's wear daily, May 6, 1964, p.9) Appl. author: Rockmore Co. © 6May64; KK181809.

Greenwood makes the fabric, Dickies makes the slacks. (In The New York times magazine, Oct. 4, 1964, p.60) Appl. author: Rockmore Co. NM: additions. © 4Oct64; KK184265.

Greenwood makes the fabric, Ellanee makes the sportswear; fabrics with the character of quality by Greenwood. (In Women's wear daily, June 16, 1964, p.43) Appl. author: Rockmore Co. © 16Jun64; KK181913.

Greenwood makes the fabric, Gant makes the shirts. (In The New York times magazine, fall & winter ed., Sept. 13, 1964, p.87) Appl. author: Rockmore Co. NM: additions. © 13Sep64; KK184249.

Greenwood makes the fabric, Gay Togs makes the sportswear; fabrics with the quality of character by Greenwood. (In The New York times magazine, Apr. 19, 1964, p.62) Appl. author: Rockmore Co. © 19Apr64; KK181909.

Greenwood makes the fabric, Honor Man makes the shirt. (In Look, Nov. 3, 1964, p.M13) Appl. author: N. W. Ayer & Son, Inc. © 20Oct64; KK183633.

Greenwood makes the fabric, Imperial makes the shirt. (In Daily news record, Sept. 1, 1964, p.15) Appl. author: N. W. Ayer & Son, Inc. © 1Sep64; KK183630.

Greenwood makes the fabric, Lady Arrow makes the shirts. (In Fashions of the times, fall ed., Aug. 30, 1964, p.123) Appl. author: Rockmore Co. NM: additions. © 30Aug64; KK184252.

Greenwood makes the fabric, Miss Quality makes the jumper; fabrics with the character of quality by Greenwood. (In Women's wear daily, June 1, 1964, p.49) Appl. author: Rockmore Co. © 1Jun64; KK181810.

Greenwood makes the fabric, Peters makes the sportswear; fabrics with the character of quality by Greenwood. (In The New York times magazine, Apr. 26, 1964, p.70) Appl. author: Rockmore Co. © 26Apr64; KK181907.

Greenwood makes the fabric, Rand & Rand makes the jumper; fabrics with the character of quality by Greenwood. (In The Catholic school journal, June 1964, p.53) Appl. author: Rockmore Co., Inc. © 27May64; KK182641.

Greenwood makes the fabric, Simon & Mogilner makes the play set; fabrics with the character of quality by Greenwood. (In Women's wear daily, June 8, 1964, p.7) Appl. author: Rockmore Co. © 8Jun64; KK181811.

Greenwood makes the fabric, Standard makes the parkas. (In Daily news record, July 14, 1964, p.9) Appl. author: Rockmore Co. NM: additions. © 14Jul64; KK184263.

Greenwood makes the fabric, Van Heusen makes the shirt; fabrics with the character of quality by Greenwood. (In The New York times magazine, June 7, 1964, p.66) Appl. author: Rockmore Co. © 7Jun64; KK181911.

Greenwood makes the fabric, Wolf of Waco makes the skiwear; fabrics with the character of quality by Greenwood. (In Daily news record, June 4, 1964, p.9) Appl. author: Rockmore Co. © 4Jun64; KK181807.

Has your designer designed in Murdock tropical yet? (In Daily news record, July 29, 1964, p.9) Appl. author: N. W. Ayer & Son, Inc. © 29Jul64; KK183558.

Have your cutters cut Murdock Tropical yet? (In Daily news record, Aug. 4, 1964, p.11) Appl. author: N. W. Ayer & Son, Inc. © 4Aug64; KK183634.

Have your operators operated on Murdock Tropical yet? (In Daily news record, Aug. 11, 1964, p.11) Appl. author: N. W. Ayer & Son, Inc. © 11Aug64; KK183632.

Have your salesmen sold Murdock Tropical yet? (In Daily news record, Aug. 18, 1964, p.19) Appl. author: N. W. Ayer & Son, Inc. © 18Aug64; KK183631.

Now murdock in washable tropicals, it's 65% Dacron, Du Pont's polyester, 35% combed cotton; fabrics with the character of quality by Greenwood. (In Daily news record, June 12, 1964, p.35) Appl. author: Rockmore Co. © 12Jun64; KK181912.

Some of the greatest ski fabrics must stretch, like Gabflex; and some of the greatest shouldn't stretch, like nylon parka cloth. (In Daily news record, Apr. 17, 1964, p.21) Appl. author: Rockmore Co. © 17Apr64; KK181806.

Stahl-Urban selects Greenwood's midwale corduroy. (In Sports illustrated, Oct. 15, 1962, p.E10) Appl. author: Rockmore Co. © 11Oct62; KK184264.

Thought you knew Greenwood Mills fashion fabrics? That was 70 colors ago. (In Women's wear daily, Sept. 17, 1964, p.8-9) Appl. author: N. W. Ayer & Son, Inc. © 17Sep64; KK183557.

GROSS (JOHN) & CO.
The proof protects the martini from the melting rocks, Eton & Harrow 1-0-1 London dry gin. Sheet. Appl. author: John Gross. © John Gross & Co. d.b.a. J. G. & Co.; 8Jul64; KK183393.

GROSS-HATCH. ©
Christmas carpet sale; Mohawk carpet for the family, free toys for the children. Sheet. © 1Sep64; KK182664.

GUARDIAN LIGHT CO. ©
The finest in outdoor lighting. (Outdoor & service station lighting catalog) Looseleaf. Appl. author: James T. Monroe. © 1Sep64; KK183349.

GUERNSEY DELL, INC. ©
Chocolate chip ice cream; half gallon liquid. On folding carton. © 18Jun62; KK184135.

GULF & WESTERN INDUSTRIES, INC. ©
Confidence in your car can smooth the roughest road; assurance starts with American parts system. (In Life, Aug. 14, 1964, p.82) Appl. author: Clay Stephenson Associates, Inc. © 14Aug64; KK182679.

GULF CARTON DIVISION, ST. REGIS PAPER CO. See ST. REGIS PAPER CO. GULF CARTON DIVISION.

GUTHRIE, CLIFF. ©
Picnic chicken, an old Virginia recipe. Sheet. © 2Nov64; KK183834.

H

HAIRNET CORP. OF AMERICA. ©
Mirage, the only ultra invisible fully elasticized hair net by Jac-o-net. © 6Jul64; KK182375.

HALLAM & SON, INC. ©
Toot-Toot peanut butter; net wt. 12 ozs. © 6Oct64; KK183795.

HAMILTON BEACH.
Assert yourself; but be sweet about it. (In Modern bride, summer 1962, p.40) © Hamilton Beach, division of Scovill Manufacturing Co.; 15Mar62; KK182640.

HAMM (THEO.) BREWING CO. ©
Hamm's -m-m-Hamm's. [Cans in ice] Poster. Appl. author: Campbell-Mithun, Inc. © 1Jun64; KK181750.

Instant freshness, Hamm's. [Mountain stream in winter] Poster. Appl. author: Campbell-Mithun, Inc. © 1Jul64; KK184059.

Refreshing, as the land of sky blue waters. [Deer standing in water] Poster. Appl. author: Campbell-Mithun, Inc. © 1May64; KK181749.

Refreshing, as the land of sky blue waters. Poster. Appl. author: Campbell-Mithun, Inc. © 1Mar64; KK181748.

Refreshing, as the land of sky blue waters; Hamm's beer. [Open fire on lakeshore] Poster. Appl. author: Campbell-Mithun, Inc. © 1Oct64; KK184058.

Springtime and Canadian honkers ... wing their way back to the land of sky blue waters. (In Life, Apr. 17, 1964, p.8-9) Appl. author: Campbell-Mithun, Inc. © 17Apr64; KK182298.

Waldech, possibly the new third taste you are looking for in beer. (In Life, Jan. 17, 1964, p.77) Appl. author: Campbell-Mithun, Inc. © 17Jan64; KK182297.

HAMMOND ORGAN CO. ©
At 12:01 a.m., January 1, another great year began for Hammond organ dealers. (In PFM, Jan. 1964, p.13) Appl. author: Young & Rubicam, Inc. © 1Jan64; KK182607.

Even if it went on a world tour, this Hammond organ wouldn't go out of tune. (In Holiday, Mar. 1964, p.25) Appl. author: Young & Rubicam, Inc. © 15Feb64; KK182613.

Hammond Organ Company presents another in a series of messages; Hal Shutz. (In Music journal, Feb. 1964, p.37) Appl. author: Young & Rubicam, Inc. © 1Feb64; KK182608.

Hammond Organ is going to the World's Fair. (In PFM, Feb. 1964, p.12) Appl. author: Young & Rubicam, Inc. © 1Feb64; KK182606.

Hottest 10 piece combo in the neighborhood. (In Ebony, June 1964, p.11) Appl. author: Young & Rubicam, Inc. © 16May64; KK182612.

How to let your Christmas bonus trickle through your fingers. (In Nation's business, Jan. 1964, p.81) Appl. author: Young & Rubicam, Inc. © 1Jan64; KK182604.

Listening type music vs. playing type music. (In McCall's Feb. 1964, p.41) Appl. author: Young & Rubicam, Inc. © 21Jan64 (in notice: 1962); KK182596.

Pardon us for blowing our own horn, but more than 10,000 musical selections have been published. (In PFM, May 1964, p.11) Appl. author: Young & Rubicam, Inc. © 1May64; KK182605.

Public notice that Hammond Organ Company maker of excellent organs now has on hand marvelous new instruments. (In Down Beat, June 28, 1964, p.6) Appl. author: Young & Rubicam, Inc. © 28Jun64; KK182600.

Read the fan mail for our new star, the Hammond piano. (In PFM, June 1964, p.7) Appl. author: Young & Rubicam, Inc. © 1Jun64; KK182609.

Sure you can, if you really want to play a Hammond organ. (In Sports Illustrated, Apr. 27, 1964, p.18) Appl. author: Young & Rubicam, Inc. © 23Apr64; KK182610.

These little drawbars turn this Hammond Organ into an orchestra. (In The American home, May 1964, p.21) Appl. author: Young & Rubicam, Inc. © 21Apr64; KK182601.

30 day all expense musical adventure \$25. (In Holiday, May 1964, p.111) Appl. author: Young & Rubicam, Inc. © 15Apr64; KK182616.

This is the Hammond organ for apartment dwellers; this is the Hammond organ for home owners. (In Look, May 19, 1964, p.17) Appl. author: Young & Rubicam, Inc. © 12May64; KK182617.

This is the house of good taste. (In Official guide New York World's Fair 1964-1965, p.83) Appl. author: Young & Rubicam, Inc. © 6Apr64; KK182611.

What a Hammond organ will teach your child besides music. (In McCall's, May 1964, p.67) Appl. author: Young & Rubicam, Inc. © 21Apr64; KK182602.

Why children learn music better on a Hammond organ. (In Look, Jan. 28, 1964, p.75) Appl. author: Young & Rubicam, Inc. © 21Jan64; KK182615.

Why this Hammond organ is as incredible as Jimmy Smith. (In Ebony, Apr. 1964, p.39) Appl. author: Young & Rubicam, Inc. © 19Mar64; KK182603.

The wonders of the Hammond organ. (In Look, Apr. 21, 1964, p.13) Appl. author: Young & Rubicam, Inc. © 14Apr64; KK182614.

HAND (PETER) BREWERY CO. ©
Meister Bräu bock beer; contents 12 fluid ounces. On wrapper. © 1Mar58; KK181564.

Meister Brau, real draft beer; contents 12 fluid ounces. On can. © 8Dec63; KK182360.

HANDIFORM PLASTIC CORP. ©
No-snap, hosiery WonderWasher, the unique hosiery washing machine by Handiform. On folding carton. © 20Aug64; KK183236.

HANDS & HEART PRODUCTS.
Hand cream; 4 oz. Sticker. Appl. author: Geraldine Conway. © Hands & Heart Products, owned exclusively by Joseph Conway & Geraldine Conway; 1Aug64; KK182132.

HANNAU COLOR PRODUCTIONS, INC. ©
Sparky's, St. Thomas, V. I. Folder. © 15Oct64; KK184459.

HANOVER HOUSE.
The newest gift ideas come from Hanover House. 55 p. © Hanover House, a division of Lana Lobell, Inc.; 22Aug64; KK184187.

HANSON, INGE H. See HANSON'S HOUSE OF HUMOR.

HANSON, JACK D. See HANSON'S HOUSE OF HUMOR.

HANSON'S HOUSE OF HUMOR.
Contemporary cartoons and assorted goodies for personalized ceramic fun gifts. Folder. (Catalog no.1) © Hanson's House of Humor, whose sole owners are Jack D. & Inge H. Hanson; 19Aug64; KK183063.

HARBAUGH, C. W.
Bean character. Sheet. © C. W. Harbaugh & V. C. Ondek; 14May64; KK184065.

Beverage character. Sheet. © C. W. Harbaugh & V. C. Ondek; 14May64; KK184064.

Cigar character. Sheet. © C. W. Harbaugh & V. C. Ondek; 14May64; KK184069.

Pickle character. Sheet. © C. W. Harbaugh & V. C. Ondek; 14May64; KK184066.

Policy scroll characters. Sheet. © C. W. Harbaugh & V. C. Ondek; 14May64; KK184070.

Prune character. Sheet. © C. W. Harbaugh & V. C. Ondek; 14May64; KK184068.

Spoon characters. Sheet. © C. W. Harbaugh & V. C. Ondek; 14May64; KK184067.

Tissue roll characters. Sheet. © C. W. Harbaugh & V. C. Ondek; 14May64; KK184071.

HARNISCHFEGGER CORP. ©
Anatomy of a winner, P&H Zip-Lift. 15 p. (Catalog H-69) © 1May64; KK182275.
Pay-off action, P&H RA series heavy lift hoists. 15 p. © 1Jul64; KK182447.
What's in this armchair for you? Nothing but new profitability for overhead cranes. Folder. (Catalog EP-2) © 10Sep64; KK183029.
Which crane? Harnischfeger has the answer, a crane just right for you; P&H overhead cranes. 11 p. © 15Aug64; KK183126.

HARRIOTT, BYRON. ©
By-G TV coloring screens. 2 sheets. © 24Nov64; KK184552.

HARRISON, LE VERT, JR. ©
Shur-Outs, parking space protectors for a motor vehicle. Slip. © 19Jun64; KK181394.

HARSCO CORP. PATENT SCAFFOLDING CO. ©
Aluminum ladders for every purpose. Folder. (Bulletin L-101) Appl. author: O. H. Junggren. © 2Nov64; KK184027.

HARSCO CORP. PATENT SCAFFOLDING CO.
See PATENT SCAFFOLDING CO.

HARTMANN LUGGAGE CO. ©
Look all you want. (In The New Yorker, Nov. 14, 1964, p.96-97) Appl. author: Doyle Dane Bernbach, Inc. © 12Nov64; KK184222.

HARTZ MOUNTAIN PRODUCTS CORP. ©
Coquettes, sugarless chocolate flavored dog treat; no.539; net wt. 3.7 oz. avoird. On folding carton. © 11Aug64; KK184057.

Feather Brite spray bath; net contents 3 1/2 oz. On bottle. © 1Sep64; KK184683.

Hooded seed and water cups; no.114. Card. © 30Sep64; KK184080.

Medicated ear wash for dogs; no.542; contents 6 fluid ounces. Slip. © 24Jan64; KK181567.

Odor-Gone removes unpleasant odors from the home; no.415; contents 200 drops. Sticker. © 8Jun64; KK183253.

Outdoor seed bell; net wt. 1.2 lbs. © 10Oct64; KK184408.

Stain-out removes dog, cat, and baby stains; prevents damage to rugs and carpets. Net contents 1 pint liquid. Sticker. © 8Jun64; KK182813.

Tie-out chain; swivel snap at each end; 10 feet long. Card. © 20May64; KK181821.

25 years ago the Hartz Mountain master radio canaries sang the Hartz song to pet owners. Folder. © 5Oct64; KK184764.

HASSENFELD BROS., INC. ©
G. I. Joe, Action Marine; 7705. On folding carton. © 2Mar64; KK181684.
G. I. Joe, Action Sailor; 7600. On folding carton. © 2Mar64; KK181685.
G. I. Joe, America's Movable Fighting Man. Folder. © 2Mar64; KK181683.
G. I. Joe by Hasbro, attack set, official Backyard Patrol; 4255. Sheet. © 9Oct64; KK183463.
G. I. Joe by Hasbro, combat boots, official Backyard Patrol; 4230. Card. © 9Oct64; KK183464.
G. I. Joe by Hasbro, .45 pistol and helmet, official Backyard Patrol; 4210. Sheet. © 9Oct64; KK183458.
G. I. Joe by Hasbro, giant 7' pup tent, official Backyard Patrol; 4250. Card. © 9Oct64; KK183465.
G. I. Joe by Hasbro official Backyard Patrol combat field pack and shovel; 4235. Sheet. © 9Oct64; KK183484.
G. I. Joe by Hasbro, official Backyard Patrol, machete and scabbard; 4205. Sheet. © 9Oct64; KK183462.
G. I. Joe by Hasbro, official Backyard Patrol, mess kit and canteen; 4200. Sheet. © 9Oct64; KK183460.
G. I. Joe by Hasbro, 2 way field telephone set no batteries needed, official Backyard Patrol; 4220. Sheet. © 9Oct64; KK183459.
G. I. Joe by Hasbro, walkie talkie, no batteries needed, official Backyard Patrol; 4215. Sheet. © 9Oct64; KK183461.
G. I. Joe by Hasbro, waterproof poncho and hood, official Backyard Patrol; 4245. Card. © 9Oct64; KK183457.

HAVENLY PRODUCTS CO.
Bite; 16 oz. Sticker. © John T. Frederick d.b.a. Havenly Products Co.; 11Nov64; KK184349.

HAWAIIAN PINEAPPLE CO., LTD. ©
Aloha fancy Hawaiian sliced pineapple; net wt. 1 lb., 14 oz.-850 grams. On wrapper. © 2Jan59; KK182107.

HAWKINSON (PAUL E.) CO. ©
Teeter-Toter. Sheet. Appl. author: Raymond P. Hawkinson. © 4Nov64; KK184689.

HAYGEMAN (R. M.) CO. ©
Roberts re-usable Box Clip. Folder. Appl. author: Robert M. Haygeman. © 21Dec64; KK184763.

HEAD-EZE MANUFACTURING CO., INC. ©
Relax at the beach, picnics, anywhere, be at ease with At-Eze. On bag. © 15Dec63; KK181507.

HEATH (L. S.) & SONS, INC. ©
Ready baked toffee cake; net weight 15 oz. Card. © 20Oct64; KK183533.
Toffee torte; net weight 17 ounces. On folding carton. © 5Nov64; KK183794.

HEATING PRODUCTS DIVISION, WILLIAM STEINEN MANUFACTURING CO. See STEINEN (WILLIAM) MANUFACTURING CO. HEATING PRODUCTS DIVISION.

HENSLEY CO. ©

It's different, it's dynamic, it's CardOletter by Hensley. Folder. Appl. author: William J. Kennedy. © 12Nov64; KK184106.

HERCULES POWDER CO. ©

Dynatex. Sheet. Appl. author: J. J. O'Neill. © 29Jun64; KK181937.

Extra dynamites and nitroglycerin dynamites. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 29Jun64; KK182273.

Gas well explosives. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 28Aug64; KK182719.

Gelamite explosives are medium-cost. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 26Jun64; KK182380.

Gelatins, blasting gelatin, oil well explosives, high-pressure gelatins and gelatin extras. Folder. (Explosives technical data) Appl. author: J. J. O'Neill. © 29Jun64; KK182271.

Herco blasting agent 1. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 29Oct64; KK184171.

Hercol and Hercon. Sheet. Appl. author: J. J. O'Neill. © 23Jul64; KK181938.

Hercomite. Sheet. Appl. author: J. J. O'Neill. © 26Jun64; KK181939.

Hercomix 1. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 29Oct64; KK184170.

Hercules explosives and blasting agents, for seismograph blasting operations. Sheet. Appl. author: J. J. O'Neill. © 26Jun64; KK181940.

Hercules extra dynamites and nitroglycerin dynamites. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 28Aug64; KK182718.

Vibrocap SR, a top-quality detonator resulting from over 30 years of continuous research. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 30Jul64; KK182512.

Vibrocol dynamites. Folder. (Explosives technical data) Appl. author: J. J. O'Neill. © 31Jul64; KK182521.

Vibrogel 3 Herculok. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 26Jun64; KK182272.

Vibrogel 3 Herculock. Sheet. (Explosives technical data) Appl. author: J. J. O'Neill. © 10Sep64; KK182930.

Vibronite S and Vibronite S primers. Folder. (Explosives technical data) Appl. author: J. J. O'Neill. © 25Jun64; KK182274.

HERTZ SYSTEM, INC. ©

Are you getting the best of everything and then some? (In Playbill magazine, Aug. 1964, p.3 of cover) Appl. author: Norman, Craig & Kummel, Inc. © 3Aug64; KK182694.

Behind every successful man, there's a woman; you get that little extra push you need from the Hertz girl.

(In Mainliner, May 1964, p.20)

Appl. author: Norman, Craig & Kummel, Inc. © 1May64; KK181735.

Car leasing? Hertz wrote the book.

(In Automotive fleet, Oct. 1964, p.8) Appl. author: Norman, Craig & Kummel, Inc. © 1Oct64; KK183368.

Is Hertz big enough? (In A. S. T. A. travel news, Oct. 1964, p.375) Appl. author: Norman, Craig & Kummel, Inc. © 11Oct64; KK183486.

Is Hertz big enough? (In The New York Times, Oct. 29, 1964, p.24) Appl. author: Norman, Craig & Kummel, Inc. © 29Oct64; KK184078.

Meet me and we'll go, she whispered. (In Time, July 3, 1964, p.47)

Appl. author: Norman, Craig, & Kummel, Inc. © 3Jul64; KK181545.

Stop, don't be talked into truck or car leasing until you get the facts, free. (In Business management, May 1964, p.1) Appl. author: Norman, Craig & Kummel, Inc. © 30Apr64; KK181565.

To see Maine, see Hertz. (In Maine invites you, 1964 ed., p.5) Appl. author: Norman, Craig & Kummel, Inc. © 18May64; KK182193.

HEUBLEIN, INC. ©

Martini drinkers of the world, arise; the 11-to-1 martini is here. (In Orange County evening news, May 5, 1964, p.A-3) Appl. author: Gumbinner-North Co., Inc. © 5May64; KK181572.

Most people can't make a daiquiri as good as this, and I wish they wouldn't try. [Endorsed by Michael Rennie] (In Long Beach press telegram, June 8, 1964, p.A-8) Appl. author: Gumbinner-North Co., Inc. © 8Jun64; KK181570.

Most people can't make a daiquiri this good, and I wish they wouldn't try. [Endorsed by Michael Rennie] (In Los Angeles times home magazine, June 14, 1964, p.30) Appl. author: Gumbinner-North Co., Inc. © 14Jun64; KK181571.

Perhaps the finest whisky in the world; Bell's, the greatest gift in scotch. (In Time, Oct. 5, 1962, p.M24) Appl. author: Gumbinner-North Co., Inc. © 5Oct62; KK184565.

HEUBLEIN, INC. STE. PIERRE SMIRNOFF FLS. See SMIRNOFF (STE. PIERRE) FLS.

HI-PALS FOOTWEAR, INC.

Hi-Pals boy-proof footwear. Sheet. © Hi-Pals Footwear, Inc. (In notice: Hi-Pals Footwear, Inc., a subsidiary of Wellico Ro-Search Industries, Inc.); 1Jul64; KK182854.

What mothers look for in children's shoes. (In Footwear news, May 28, 1964, p.24-25) © 28May64; KK181721.

HI-PALS, INC.

The factory that was old the day it was born. (In Footwear news, July 23, 1964, p.15) © Hi-Pals, Inc., a subsidiary of Wellico Ro-Search Industries, Inc.; 23Jul64; KK183145.

HILLS BROS. COFFEE, INC. ©

Flavor so unbeatable it's reheatable. Sheet. (Adform 277) © 11Jun64; KK182058.

Go to bat for the Bucs. Card. (Adform 272) © 19May64; KK182059.

Go to bat for the Bucs. Sheet. (Adform 271) © 19May64; KK182057.

Meet Hills Bros. coffee, flavor so unbeatable, it's reheatable. (In Buffalo courier-express, Oct. 7, 1964, p.21) Appl. author: N. W. Ayer & Son, Inc. © 7Oct64; KK184188.

HINMAN, KATHERINE JOAN. See DIM-BULB.

HIRSH (S. A.) MANUFACTURING CO. ©

Are you losing out in the race for space? Sheet. Appl. author: David Shulman. © 10Oct64; KK183591.

Complete storage systems for home and office. 1 v. Appl. author: David Shulman. © 9Oct64; KK183379.

Drawings of products in use. Child's bedroom in upper left corner. Sheet. Appl. author: David Shulman. © 15Sep64; KK183446.

Drawings of products in use. Laundry setting in upper left hand corner. Sheet. Appl. author: David Shulman. © 15Sep64; KK183447.

Economy Shelf-It-All. Sheet. Appl. author: David Shulman. © 31Jul64; KK183146.

Genuine Hirsh storage systems. Folder. Appl. author: David Shulman. © 10Oct64; KK183445.

Give the lady a hand, and reap your rewards; steel storage systems. Sheet. Appl. author: David Shulman. © 15Nov64; KK184524.

Have a merry Christmas every Christmas. Sheet. Appl. author: David Shulman. © 10Oct64; KK183589.

Isn't it time you got a little shelf-ish? Sheet. Appl. author: David Shulman. © 10Oct64; KK183590.

Join Sears operation impact. Folder. Appl. author: David Shulman. © 1Aug64; KK183380.

Sears Roebuck and Co. new answer to all your storage problems. Folder. Appl. author: David Shulman. © 14Sep64; KK183592.

Sears Roebuck and Co. own shelf design kit. Folder. Appl. author: David Shulman. © 14Sep64; KK183381.

Sears Roebuck and Co. steel storage shelving. Folder. Appl. author: David Shulman. © 14Sep64; KK183382.

Select one of these sales tested dealer introductory packages; mail order blank. Card. Appl. author: David Shulman. © 10Oct64; KK183449.

Steel storage shelving gives you built-in profits, assured sales increases. Sheet. Appl. author: David Shulman. © 15Nov64; KK184525.

Stor-a-way Fiesta 6 box carton unit, C-4. Sheet. Appl. author: David Shulman. © 16Nov64; KK184367.

Stor-a-way Fiesta 9 box carton unit, C-5. Sheet. Appl. author: David Shulman. © 16Nov64; KK184366.

Stor-a-way Royal carton unit, C-3. Sheet. Appl. author: David Shulman. © 16Nov64; KK184368.

Wonderful, workable way to turn wasted space into working space; deluxe Hirshline complete storage system. Sheet. Appl. author: David Shulman. © 10Oct64; KK183448.

HIRSH (S. A.) MANUFACTURING CO. See HIRSH DISPLAY FIXTURES, INC.

HIRSH DISPLAY FIXTURES, INC.

List prices for showline shelving. Folder. Appl. author: David Shulman. © Hirsh Display Fixtures, Inc., subsidiary of S. A. Hirsh Manufacturing Co.; 5Oct64; KK183594.

Smart retailers move more merchandise. Sheet. Appl. author: David Shulman. © 15May64; KK181680.

Successful point-of-purchase merchandisers make plus sales. Sheet. Appl. author: David Shulman. © Mirsh Display Fixtures, Inc., subsidiary of S. A. Hirsh Manufacturing Co.; 15Sep64; KK183593.

HOAGUE SPRAGUE CORP. © Champions; C 2173. On folding carton. © 10Apr64; KK181696.

Glamour originals; G-1097-B. On folding carton. © 7May64; KK181355.

HOLIDAY PROMOTIONS, LTD. © Play Ramble and win free prizes; you may already be a winner. On folder. © 28Apr64; KK181691.

HOLLAND-RANTOS CO., INC. © Koro sanitary napkin deodorant spray. Sticker. Appl. author: Leo Coel. © 6Jan64; KK182732.

HONEY TOY INDUSTRIES, INC. © X-Ray Spex. Card. © 1Apr63; KK184394.

HOTEL CORP. OF AMERICA. © The Plaza's Own blended Scotch whisky; 4/5 quart. Sticker. © 1Sep64; KK183963.

HUBER, DICK. Why can't you converse? See CONVERSATION STUDIES.

HUDNUT, RICHARD. © You can cut this much off a Fashion Quick and still have a beautiful wave. (In Seventeen, Sept. 1962, p.189) © 1Sep62; KK181391.

HUDSON (H. D.) MANUFACTURING CO. © How to kill weeds by the hundreds, or one at a time. (In Better homes & gardens, Apr. 1964, p.20) © 12Mar64; KK183442.

It takes a pretty smart hog to waste feed from either of these Profi-matic feeders. (In National hog farmer, May 1964, p.41) © 27Apr64; KK183860.

Move up to power spraying for less than \$150 ... less than \$100. (In Better homes and gardens, May 1964, p.110D) © 16Apr64; KK181476.

Only Hudson Profi-Matic gives you such a wide choice of milking stalls. (In Hoard's dairyman, May 25, 1964, p.602) © 25May64; KK181475.

Only Hudson Profi-matic gives you such a wide choice of milking stalls. (In Hoard's dairyman, July 25, 1964, p.796) © 25Jul64; KK183861.

Pick your next sprayer here. (In Golfdom, May 1964, p.81) © 1May64; KK181473.

Reach more pest control markets with these Hudson power sprayers. (In Pest control, Feb. 1964, p.8) © 5Feb64 (in notice: 1963); KK181478.

Save two ways with Profi-Matic free stalls: first cost and upkeep. (In Hoard's dairyman, May 10, 1964, p.516) © 10May64; KK181474.

Select-o-wheel helps sell more sprayers and dusters with less effort. (In Pest control, May 1964, p.24) © 5May64; KK183862.

Spray, dust or wet-dust: cover an acre in 10 minutes. (In American vegetable grower, May 1964, p.27) © 1May64; KK181481.

32 pounds of portable power. (In Pest control, Apr. 1964, p.6) © 5Apr64; KK181477.

32 lbs. of portable power controls hardwood and brush in pine timber stands; Hudson 411 Scheffenacker. (In Forest farmer, May 1964, p.5) © 4May64; KK183863.

To enjoy beautiful flowers, dust right ... to enjoy beautiful flowers, spray right. (In Better homes and gardens, June 1964, p.120) © 14May64; KK181482.

21% more heating power, save 2 ways with a Hudson Profi-Matic infrared brooder. (In Poultry tribune, June 1964, p.54) © 25May64; KK181480.

Up to 40% more feeding space. (In Turkey world, May 1964, p.26) © 20Apr64; KK181479.

HUMBLE OIL & REFINING CO. © As the twig is bent, the tree's inclined; Esso dealer plays host to New York area Cub Scouts. (In The Richmond Afro-American, July 25, 1964, p.6) © 25Jul64; KK183525.

Clark-Foyt-Gurney-Ward, choose Esso racing fuel for Indy. (In Sports illustrated, June 1, 1964) © 28May64; KK182250.

Does your car make a big deal out of every hill? (In Greenville Piedmont, Greenville, S. C., July 3, 1963, p.16) © 3Jul64; KK182082.

Does your car take its own sweet time on getaways? (In Greenville Piedmont, Greenville, S. C., June 23, 1964, p.22) © 23Jun64; KK182084.

Ever need an extra car? See your Esso Rent-A-Car dealer. Sheet. © 1Jul64; KK182083.

Foyt rides tiger to all time record; wins 4th USAC National Championship. (In Sports illustrated, Sept. 28, 1964) © 24Sep64; KK183526.

Happy Motoring, get ready for the road at Esso. (In The Baltimore Afro-American, June 23, 1964) © 23Jun64; KK182684.

I always forget the oil, he always remembers; Enco. (In Sunset, Aug. 1962, p.49) © 25Jul62; KK182902.

I save on every gallon; Esso Plus, great new economy premium. Man with cigar. Poster. © 15Jul64; KK182685.

Is your car a hog when it comes to gasoline? (In Greenville Piedmont, July 27, 1964, p.10) © 27Jul64; KK182487.

Is your car dragging its heels lately? Esso plus, hot new middle grade. (In Greenville news, Piedmont, S. C., May 19, 1964) © 19May64; KK181653.

Now, great new Enco extra. (In The Houston chronicle, May 21, 1964, section 8, p.8) © 21May64; KK182251.

Put a tiger in your tank. (Tiger on top of pump) Poster. © 15May64; KK181626.

Put a tiger in your tank; but, George, I'm sure I heard a roar; Esso. (In The Huntsville times, July 6, 1964, p.3) © 6Jul64; KK182350.

Put a tiger in your tank; Enco for happy motoring. Poster. © 15Jul64; KK181744.

Put a tiger in your tank; free trick-or-treat bags. (In Alabama journal, Oct. 21, 1964, p.10) © 21Oct64; KK183976.

Put a tiger in your tank; new high-energy Enco extra gasoline boosts power three ways. (In The Houston chronicle, Sept. 3, 1964, section 2, p.8) © 3Sep64; KK182796.

Put a tiger in your tank; no, Emma, it's in the gasoline. In The Houston chronicle, June 15, 1964, p.24, section I) © 15Jun64; KK182081.

Put a tiger in your tank; sorta nice, these chilly mornings. Enco. (In The Houston chronicle, Nov. 24, 1964, section 3, p.8) © 24Nov64; KK184742.

Put a tiger in your tank; the real story of the tortoise and the hare. (In The Durham Sun, Durham, N. C., June 8, 1964, p.5A) © 8Jun64; KK182066.

Put a tiger in your tank; there's magic in every gallon. (In Dallas times herald, Oct. 20, 1964, p.4-A) © 20Oct64; KK183977.

Put a tiger in your tank, and put me in your playroom; win the 5 1/2 foot toy tiger. Esso. (In Orlando evening star, Nov. 23, 1964, p.16-C) © 23Nov64; KK184743.

Put a tiger in your tank, makes every car a winner; Esso. (In The Miami news, Nov. 10, 1964, p.16A) © 10Nov64; KK184744.

Start your new car out right, put a tiger in your tank. (In Houston chronicle, Sept. 27, 1964, section 10, p.1) © 27Sep64; KK183978.

Unhook that power, with the new economy premium; Esso Plus for happy motoring. Poster. © 15Jul64; KK182795.

HUNT FOODS, INC. © New softness you can feel in your spoon; new tenderness in every pie you bake; new Snowdrift, the pie-crust shortening. (In McCall's, Apr. 1964, p.R-6) Appl. author: Young & Rubicam, Inc. © 21Mar64; KK182858.

Now there are two; tomato sauce. (In McCall's, Apr. 1964, p.185) Appl. author: Young & Rubicam, Inc. © 21Mar64; KK182599.

What's so great about Wesson? You taste the food, not the oil. (In McCall's, May 1964, p.177) Appl. author: Young & Rubicam, Inc. © 21Apr64; KK182598.

HUTAS, ROBERT. © You name it. On box. © 1May64; KK183061.

HUTCHINGS, ROLAND R. See NO-I-NO PRODUCTS.

HYDROPONIC CHEMICAL CO., INC. © Hyponex 20-20-20 fertilize, soluble plant food; net wt. 1 lb. Sticker. © 13Apr64; KK184800.

HYPNOSIS FOUNDATION, EL CAJON, CALIF. You are a hypnotist. Sheet. © Hypnosis Foundation; 20Oct64; KK184659.

I

IDEA ART. Fills the bill and then some; here's how you can give your message fresh interest. Folder. © Miriam R. Pollatsek d.b.a. Idea Art; 15Oct64; KK183547.

IDEAL AEROSOLS, INC. © Artone spray finishes; stops rust. On wrapper. © 27Jun64; KK181429.

World of color, decorator spray finishes; net weight 1 pound. On wrapper. © 18Aug61; KK181458.

IDEAL TOY CORP. ©

Pepper, Tammy's little sister, the doll you love to dress; no. 9400-3. On folding carton. © 1May64; KK184658.

Skooz-It, Mickey Mouse; pick-a-picture game, play it, store it in this container; 2021-4-100. On wrapper. © 1Mar63; KK183292.

Tammy jigsaw puzzle; no. 4624; 100 piece machine cut. [Cheerleader at football game] On wrapper. © 11Aug64; KK183023.

Tammy jigsaw puzzle; no. 4624; 100 piece machine cut. [Teenage female sitting on floor using telephone] On wrapper. © 11Aug64; KK183024.

Weird-ohs helmet. On folding carton. © 2Mar64; KK182905.

IDEAS UNLIMITED. ©

The friendly one. (In The News-Herald, Marion, Ind., Sept. 4, 1964, p.4) © 4Sep64; KK182810.

ILLINOIS BRONZE POWER & PAINT CO. ©

Candle mum stops mums from shedding petals, blossoms last longer; 16 oz. net weight. Sticker. © 28Sep64; KK184546.

IMPERIAL OIL & GREASE CO., INC. ©

Molub-Alloy, the metallic lubricant, general application guide. 83 p. © 4Jun64; KK183503.

INCO. See INTERNATIONAL NICKEL CO., INC.

INDEPENDENT TELEVISION CORP. ©

Fireball XL5. [Space ship in flight] 4425-X2. Sheet. (Milton Bradley key to fun and learning) Appl. author: Milton Bradley Co. © 2Jan64; KK184151.

Fireball XL5 puzzle. [Space city] 4429-X5. Sheet. Appl. author: Milton Bradley Co. © 2Jan64; KK184145.

Fireball XL5 puzzle. [Space ship in flight] 4429-X4. Sheet. Appl. author: Milton Bradley Co. © 2Jan64; KK184150.

Fireball XL5 puzzle. [Various types of spacecraft hovering above moon] 4429-X6. Sheet. Appl. author: Milton Bradley Co. © 2Jan64; KK184144.

3 puzzles, interlocking pieces, Fireball XL5. No. 4429-1. [By] Milton Bradley Co. On wrapper. © 2Jan64; KK184629.

INDUSTRIAL PRODUCTS DIVISION, SINGER CO. See SINGER CO. INDUSTRIAL PRODUCTS DIVISION.

INFORMATIVE PUBLICATIONS. ©

Complete guide for profitable coin investing. Sheet. © 31Dec63; KK183118.

INLAND MOTOR CORP. ©

We offer the whole shebang. (In Control engineering, June 10, 1964, p.125) © 10Jun64; KK184587.

IN-SINK-ERATOR MANUFACTURING CO. ©

Darling, you're much too nice to be a garbage collector. 19 p. © 26Mar64; KK181673.

INTERNATIONAL ELECTRIC CO. ©

For the farmer who must stay in business every day of the year; International instant engine starter. Folder. © 5Aug64; KK183474.

INTERNATIONAL EQUITY CORP. MARK II CO. See MARK II CO.

INTERNATIONAL HARVESTER CO. ©

International premium anti-freeze; one U. S. gallon net. On can. © 30Jul64; KK183012.

INTERNATIONAL LATEX CORP. ©

New, Playtex Fashion-Magic bra, only \$2.00, all cotton, machine washable. Sheet. © 5Jul64; KK181704.

New, Playtex Fashion-Magic bra, only \$2.00; get the extra value features of Playtex \$2.50 bras. Sheet. © 5Jul64; KK181705.

New, Playtex Living black stretch bra. Sheet. © 25Jun64; KK181709.

New, Playtex Living long line stretch bra. Sheet. © 10Jul64; KK181707.

New, Playtex Living long line stretch bra. Sheet. © 18Oct64; KK183534.

New, Playtex Living stretch bra. [Back of female] Sheet. © 19Jul64; KK182279.

New, Playtex Living stretch bra. [Back view of female looking in mirror] Sheet. © 19Jul64; KK182280.

New, Playtex Living stretch bra only \$3.95. Sheet. © 12Jul64; KK181708.

New, scientific development, Ipco Air Weave rainwear, it breathes. Folder. © 3Jul64; KK181760.

Now, a Playtex bra for only \$2.00; new Playtex Fashion-Magic bra, all cotton, machine washable. Sheet. © 5Jul64; KK181703.

Now, slim away midriff bulge in sheer stretch comfort; introducing Playtex Living long line stretch strap bra. [Rear view of female torso, left gloved arm upraised] Sheet. © 15Nov64; KK183987.

Now, slim away midriff bulge in sheer stretch comfort; introducing Playtex Living long line stretch strap bra. [Side rear & 1/4 front turn of 2 female torsos] Sheet. © 15Nov64; KK183988.

Now, 10 day free trial on new Playtex Living stretch bra. [Bra showing stretchable parts] Sheet. © 12Jul64; KK181701.

Now, 10 day free trial on new Playtex Living stretch bra. [Female in bra, reflected in mirror] Sheet. © 12Jul64; KK181702.

1 dollar off sale, Playtex padded bra. [Female torso in 1/4 turn] Sheet. © 25Oct64; KK183986.

1 dollar off sale, Playtex padded bra. [Female torso in profile, raised left arm concealing face] Sheet. © 25Oct64; KK183990.

1 dollar off sale, Playtex padded bra. [Upper 1/2 of female framed by scrollwork] Sheet. © 25Oct64; KK183989.

Playtex sale, \$2 off; Mold 'n Hold girdles and panty girdles. Sheet. © 20Sep64; KK183535.

Sale Playtex \$2.50 cotton bras. [Two females wearing bras] Sheet. © 5Jul64; KK181699.

Sale Playtex \$2.50 cotton bras, 2 for \$3.99. [Four females wearing bras] Sheet. © 5Jul64; KK181700.

10 Day free trial, new Playtex Living stretch bra. [Side view of female wearing bra] Sheet. © 12Jul64; KK181706.

You'll sell more bras if you know more about Playtex Living stretch bra. Folder. © 12Jul64; KK181698.

INTERNATIONAL METAL PRODUCTS.

Arctic Circle air conditioning and heating. 7 p. © International Metal Products, division McGraw-Edison Co.; 6Dec63; KK181678.

INTERNATIONAL NICKEL CO., INC.

Do you want your building to say these things for you? Contemporary, enduring, forward looking, maintenance conscious. (In Fortune, May 1964, p.167) © Inco, International Nickel a.a.d.o. International Nickel Co., Inc.; 28Apr64; KK181728.

Isn't this nickel stainless steel sink just lovely? No. (In Life, Nov. 6, 1964, p.29) © Inco a.a.d.o. International Nickel Co., Inc.; 4Nov64; KK184319.

Nickel stainless steel adds lustrous beauty and enduring elegance to this building. (In Business week, Oct. 10, 1964, p.42) © Inco a.a.d.o. International Nickel Co., Inc.; 8Oct64; KK184320.

Nickel stainless steel tubs and drums won't chip, rust, pit. (In Life, Oct. 2, 1964, p.125) © Inco a.a.d.o. International Nickel Co., Inc.; 30Sep64; KK184321.

Now, a metal door that won't scratch, pit, whiten, or warp. (In Life, Sept. 18, 1964, p.25) © Inco a.a.d.o. International Nickel Co., Inc.; 16Sep64; KK184322.

ISKER & ADAJIAN, INC. ©

Coffee and ... fresh today; our gold ribbon award winners. On wrapper. Appl. author: Armen Adajian. © 24Aug64; KK182659.

Gold ribbon certificate of merit. Sheet. Appl. author: Armen Adajian. © 24Aug64; KK182658.

Take home some of our award winning gold ribbon donuts. Sheet. Appl. author: Armen Adajian. © 24Aug64; KK182660.

Try our award winning gold ribbon fresh donuts. Card. Appl. author: Armen Adajian. © 24Aug64; KK182661.

ITEMS, INC. ©

Ultra Nail penetrating nail strengthener; contents 1/2 fl. oz. On folding carton. © 19Mar64; KK182753.

ITKIN BROS., INC. ©

Itkin even undersells Itkin. (In The New York times, July 7, 1964, p.2) Appl. author: Smith/Greenland Co. © 7Jul64; KK181836.

Itkin even undersells Itkin. Chair. (In Herald tribune, New York, Nov. 12, 1964) Appl. author: Smith/Greenland Co. © 12Nov64; KK184085.

J

. G. & CO. See GROSS (JOHN) & CO.

JAMAICA TOURIST BOARD. ©

Jamaica; at Parboo Singh's one man show in Ocho Rios. (In Life, May 29, 1964, p.77) Appl. author: Doyle Dane Bernbach, Inc. © 27May64; KK181509.

Jamaica; courage, if you're afraid to shoot the rapids of the Rio Grande. (In The New Yorker, Dec. 12, 1964, p.170) Appl. author: Doyle Dane Bernbach, Inc. © 10Dec64; KK184707.

Jamaica; from exotic herbs and grains, Jamaicans brew a wondrous potion for ritual occasions. (In Life, May 8, 1964, p.R1) Appl. author: Doyle Dane Bernbach, Inc. © 6May64; KK181510.

- Jamaica; in a land where scrambled eggs grow on trees, money doesn't have to. (In Life, Dec. 11, 1964, p.R7) Appl. author: Doyle Dane Bernbach, Inc. © 9Dec64; KK184788.
- Jamaica; in Jamaica, you can feast on chochos, callaloo, pawpaw. (In Life, Nov. 27, 1964, p.R5) Appl. author: Doyle Dane Bernbach, Inc. © 25Nov64; KK184705.
- Jamaica; in 1692, the wicked city of Port Royal was cast into the sea. (In Life, Nov. 13, 1964, p.R3) Appl. author: Doyle Dane Bernbach, Inc. © 11Nov64; KK184215.
- Jamaica; just beyond the next green at Tryall lies a tough water hazard called the Caribbean. (In The New Yorker, Dec. 5, 1964, p.85) Appl. author: Doyle Dane Bernbach, Inc. © 3Dec64; KK184706.
- This summer, you and eleven friends could rent this 6-bedroom, 8 1/2 acre estate. (In Life, June 19, 1964, p.R3) Appl. author: Doyle Dane Bernbach, Inc. © 17Jun64; KK181838.
- JAMISON MANUFACTURING CO. ©
Basketball backstop, fan shaped goal kits; assembly instructions; 361-735. Sheet. © 30Nov64; KK184829.
- Basketball backstop, rectangular goal kits; assembly instructions; 361-765. Sheet. © 30Nov64; KK184828.
- Double support units, basketball backstop; installation instructions; 361-244. Sheet. © 30Nov64; KK184830.
- Insert sleeves; installation instructions; 358-120. Sheet. © 30Nov64; KK184827.
- Net posts, eyebolt & drawbolt, typical concrete footing; installation instructions for type E, F, G, net posts; 345-203. Sheet. © 30Nov64; KK184826.
- Nets; net post hardware; 359-828, 359-113. Sheet. © 30Nov64; KK184832.
- Single support units, basketball backstop; installation instructions; 361-144. Sheet. © 30Nov64; KK184831.
- JARMAN CO., INC. *See JARMAN (J. L.) CO., INC.
- JAY, EDWARD WILLIAM. ©
A spectacular way to distinguish your automobile; Wacky Tag. Sheet. © 21Aug64; KK182528.
- A spectacular way to distinguish your bicycle; Wacky Tag. Sheet. © 21Aug64; KK182527.
- JERI (ANDREW) CO., INC. ©
Art maskoid, a gray mask-out medium for use in watercolor painting ... silk screen. Folder. Appl. author: A. Acerra. © 10Nov64; KK184655.
- Photo Maskoid, a red mask-out liquid for use when retouching. Folder. Appl. author: A. Acerra. © 10Aug64; KK182472.
- JIMBO. ©
Portable clamp mount mixer with the unique Jimbo impeller. Sheet. © 24Jun64; KK182370.
- JOBEASE, WELCO RO-SEARCH INDUSTRIES, INC. See WELCO RO-SEARCH INDUSTRIES, INC. JOBEASE.
- JOFFE (J. A.) & CO., INC. ©
Decorated chocolate covered marshmallow novelties. Sheet. © 12Nov64; KK184294.
- New Mello-J icing now in a tube. Sheet. © 10Sep64; KK184295.
- JOHN'S, INC. ©
Fall 1964 no.1 selection of living foliage plants for indoor decoration. Folder. © 14Aug64; KK182558.
- JOHNSON (S. C.) & SON, INC. ©
On this floor, remarkable new Johnson Step-Ahead, more of everything you want in a finish for heavy traffic floors. (In Buildings, Oct. 1964, p.19) Appl. author: Needham, Louis & Brorby, Inc. © 50Oct64; KK183342.
- Pledge; waxed beauty instantly as you dust; contents 7 av. oz. On can. © 60Oct64; KK183418.
- This product eliminated heelmarking and scuffing almost 100% in cafeteria, classrooms and hall areas; Johnson Step-Ahead floor wax. [Endorsed by Raymond Hill] (In Buildings, Oct. 1964, p.23) Appl. author: Needham, Louis & Brorby, Inc. © 50Oct64; KK183340.
- This product is unbelievable, even on white tile our only maintenance needed in three weeks has been light mopping; Johnson Step-Ahead floor wax. [Endorsed by James W. Crutcher] (In Buildings, Oct. 1964, p.21) Appl. author: Needham, Louis & Brorby, Inc. © 50Oct64; KK183341.
- This section is new Johnson Step-Ahead after heavy traffic, more durable, more black mark resistant; floor wax. (In Buildings, Oct. 1964, p.27) Appl. author: Needham, Louis & Brorby, Inc. © 50Oct64; KK183338.
- We have tested this product in every way we know, and in every category it is outstanding; Johnson Step-Ahead floor wax. [Endorsed by A. H. Beaudry] (In Buildings, Oct. 1964, p.25) Appl. author: Needham, Louis & Brorby, Inc. © 50Oct64; KK183339.
- JOHNSON & JOHNSON. ©
Adheres, conforms, stretches; Kling elastic gauze bandage. (In The A.S.T.A. Journal, May 1964, p.25) © 1May64; KK182394.
- Fight animal infection; Johnson & Johnson animal antiseptic ointment. Card. © 2Jan64; KK182398.
- First in-a-line filter holder that's safe, fast, economical, foolproof. Sheet. © 19Jun64; KK182397.
- For safety conscious dairymen who want low cost, efficient filtration. Folder. © 19May64; KK182392.
- Now even better Vaculine milk filter disks. © 1May64; KK182396.
- Proved on over 6400 farms; Rapid-Flo filter disks. © 19May64; KK182393.
- Special offer from Johnson & Johnson milk filters; 3 tooth brushes for the price of 1. (In Successful farming, May 1964, p.10) © 1May64; KK182395.
- JOHNSON & JOHNSON. PHARMEDICA LABORATORIES. See Pharmedica Laboratories.
- JONES (RALPH H.) CO. ©
Standard Building & Loan Co. offers you triple safety. (In Reporter, Cincinnati, Oct. 7, 1964, p.6) © 7Oct64; KK183488.
- Standard now offers you triple, triple, triple safety. (In The Enterprise, Sept. 17, 1964, p.2) © 17Sep64; KK182975.
- JORDAN, D. D. ©
Bachelor's friend. Sheet. © 15Jun64; KK183281.
- Husband trainer. Sheet. © 15Jun64; KK183283.
- Wife beater. Sheet. © 15Jun64; KK183282.
- JOSEPH, WILFRED B. See NO.1 HAIR SPRAY.
- JURO NOVELTY CO., INC. ©
Jimmy Nelson's Instant ventriloquism and Ventriloquism for the beginner. Record sleeve. © 13Jul64; KK182434.
- ## K
- KVP SUTHERLAND PAPER CO. ©
Hawaiian pineapple orange ice cream; half gallon liquid. On folding carton. © 3Dec62; KK184104.
- KAPPLIN & HOLEN ADVERTISING AGENCY, INC. ©
You get something extra at Nalley Chevrolet. (In The Atlanta Journal, Sept. 25, 1964, p.55) © 25Sep64; KK183394.
- You get something extra at Reliable Chevrolet. (In The Meridian star, Sept. 22, 1964, p.10) © 22Sep64; KK183294.
- You get something extra at Tom's Chevrolet. (In The Washington post, Sept. 22, 1964, p.C18) © 22Sep64; KK183214.
- KARAGHEUSIAN (A. & M.) INC. ©
Now you can get Plaid stamps with famous Gullistan carpet of 100% Herculon. (In McCall's, Dec. 1964, p.R-21) © 20Nov64; KK184284.
- This beauty is more than skin deep; Gulistan carpet. (In House & garden, Sept. 1964, p.53) © 20Aug64; KK182903.
- KATHER, ALFRED. ©
Announcing the all new fully automatic electric calendar. Sheet. © 19Dec64; KK184797.
- Equisite self assured beauty; new, all plastic molded lace of sheer elegance for her feminine coiffure. Sheet. © 23Oct64; KK183506.
- The magic of electric carpet, you are looking at today's most exciting advance in carpet. Sheet. © 8Dec64; KK184569.
- Polyform of various sizes; this toy is just a plaything. Sheet. NM: additions & revision. © 6Aug64; KK182443.
- KATHER, ALFRED C. ©
Automated filament mesh broadloom carpet installed wall to wall featuring a inherent controlled warmth indoors unequalled. Card. © 20Aug64; KK182850.
- Automated pillow. Sheet. NM: additions. © 26Aug64; KK182542.
- Custom mattress. Sheet. © Alfred Kather; 24Aug64; KK182547.
- Specially designed footwear for a new lift in life; no.4. Sheet. © 2Dec64; KK184586.
- KAUMAGRAPH CO. ©
Cushion heel, deck mate, full sponge, cushion insole, cushion arch; no.151. Sheet. © 22Jun64; KK181632.

KAUMAGRAPH CO.-Con.

- Cushion heel royal, built in arch, full sponge insole; no.500. Sheet. © 22Jun64; KK181634.
- JTS Hurdy Gurdys; full cushion insole, cushion arch; made in U. S. A. Sheet. © 50Oct64; KK183426.
- Rambler cushion heel; full sponge insole, built-in arch. Childs 4-8; 300. Sheet. © 17Sep64; KK183121.
- Royal cushion heel, full sponge insole, built in arch; no.201. Sheet. © 27May64; KK181633.
- Spencer rambler full sponge insole; comfort arch. Misses 11-3, child 8-12; 400. Sheet. © 17Sep64; KK183122.
- Trophy JTS Winners made in U. S. A.; full sponge insole; cushion arch & heel. Sheet. © 15Oct64; KK183414.

KAWNEER CO. ©

- Bauxite to building. Sheet. © 6Jun64; KK181502.
- A new dimension Kawneer Permanodic hard color finishes. Folder. © Kawneer Co., div. of American Metal Climax, Inc.; 1Jun64; KK181621.
- Why Kawneer Core building system is better, looks better. Folder. © Kawneer Co., a division of American Metal Climax, Inc.; 27Apr64; KK181622.

KEEPERS, DOROTHY. See C. D. CO.

KELLOGG CO. ©

- Bran-molasses muffins, make 'em with Kellogg's All-Bran and Brer Rabbit molasses. (In McCall's, May 1964, p.26) Appl. author: Leo Burnett Co., Inc. © 21Apr64; KK181917.
- Cocoa peanut logs. (In Ladies home journal, Oct. 1964, p.38) Appl. author: Leo Burnett Co., Inc. © 29Sep64; KK183855.
- Convenient way to give everyone his choice; Special K. (In Life, July 31, 1964, p.8) Appl. author: Leo Burnett Co., Inc. © 27Jul64; KK182955.
- Cool offer, dive into a coolerispan-delicious bowlful of Kellogg's corn flakes and save 7¢. (In The News-tribune, Tacoma, July 14, 1964, p.21) Appl. author: Leo Burnett Co., Inc. © 14Jul64; KK181923.
- Crisp happy breakfast way to get the honored goodness of rice. [Blue-berries] (In Life, Oct. 9, 1964, p.51) Appl. author: Leo Burnett Co., Inc. © 50Oct64; KK183357.
- Crunchy party treat, you make a big bowlful in 5 minutes with Kellogg's OKs and Kellogg's Croutettes. (In Ladies home journal, Dec. 1964, p.8) Appl. author: Leo Burnett Co., Inc. © 24Nov64; KK184822.
- The daily serving of bran, now Kellogg's gives it a youthful new taste; Kellogg's Bran Buds with defatted wheat germ added. Woman at breakfast. (In Parents magazine, Oct. 1964, p.24) Appl. author: Leo Burnett Co., Inc. © 25Sep64; KK183858.
- East is east and west is west and never the twain shall meet, except maybe over a bowl of Kellogg's corn flakes. (In Life, July 10, 1964, p.2 of cover) Appl. author: Leo Burnett Co., Inc. © 6Jul64; KK181914.
- The food you buy today takes a smaller part of your pay. (In Life, Sept. 25, 1964, p.8) Appl. author: Leo Burnett Co., Inc. © 21Sep64; KK183356.
- Gr-r-reat; Live it up, corn it up, sweeten it up; Sugar Frosted Flakes. (In The Capital times, Nov. 10, 1964, p.16) Appl. author: Leo Burnett Co., Inc. © 10Nov64; KK184824.
- Having a wonderful breakfast, wish you were here. (In Life, June 12, 1964, p.25) Appl. author: Leo Burnett Co., Inc. © 8Jun64; KK181443.
- Having trouble with weight control? [Housewife] (In National geographic magazine, Oct. 1964, p.599) Appl. author: Leo Burnett Co., Inc. © 14Sep64; KK183354.
- Having trouble with weight control? The Special K breakfast is for you. [Businessman at breakfast] (In Life, Aug. 21, 1964, p.3) Appl. author: Leo Burnett Co., Inc. © 17Aug64; KK182954.
- Herb-seasoned beefburgers; new cook-out/cook-in idea. (In Better homes & gardens, July 1964, p.24) Appl. author: Leo Burnett Co., Inc. © 16Jun64; KK181442.
- Hooray for Hungry U. [Pennant] (In Life, Sept. 18, 1964, p.127) Appl. author: Leo Burnett Co., Inc. © 14Sep64; KK183355.
- Hot doggies, Kellogg's corn flake crumbs and Reynolds Wrap teach hot dogs a new trick. (In Woman's day, Sept. 1964, p.19) Appl. author: Leo Burnett Co., Inc. © 18Aug64; KK182951.
- How bran fits into the modern scheme of living, and two good ways to enjoy it. (In Redbook, May 1964, p.22) Appl. author: Leo Burnett Co., Inc. © 21Apr64; KK181919.
- In a word, coolerispan-delicious; Kellogg's Corn Flakes. [Peaches, outdoor pump & cereal] (In Ebony, Sept. 1964, p.79) Appl. author: Leo Burnett Co., Inc. © 15Aug64; KK183857.
- In the mother tongue of rice, that says coolerispan-delicious; Rice Krispies. [Milk pouring from pitcher over raspberries & cereal] (In Life, Aug. 14, 1964, p.12) Appl. author: Leo Burnett Co., Inc. © 10Aug64; KK182957.
- Kellogg's buys the fruit when you buy the cereal, it's fruit 'n cereal time again. (In Life, July 24, 1964, p.71) Appl. author: Leo Burnett Co., Inc. © 20Jul64; KK181924.
- Kellogg's interrupts this newspaper for a special announcement, new Pop-Tarts, drop 'em into the toaster, or eat 'em just as they are. (In The Cleveland press, Nov. 3, 1964, p.5) Appl. author: Leo Burnett Co., Inc. © 3Nov64; KK184825.
- Make a froot loops fundae, crunchy on top, ice-creamy underneath. (In The American home, Summer 1964, p.91) Appl. author: Leo Burnett Co., Inc. © 7Jul64; KK181916.
- Marshmallow treats, you make 'em crunchy-good with Kellogg's Rice Krispies. (In Family circle, Nov. 1964, p.107) Appl. author: Leo Burnett Co., Inc. © 20Oct64; KK184821.
- New kind of cookie surprise, cherry winks. (In McCall's, Oct. 1964, p.76) Appl. author: Leo Burnett Co., Inc. © 24Sep64; KK183856.
- New Pop-Tarts, a wonderful breakfast treat, grand for lunch and snacks, too. [Hands hold Pop-Tart before toaster] (In Springfield daily news, Nov. 10, 1964, p.5) Appl. author: Leo Burnett Co., Inc. © 10Nov64; KK184820.

Now Kellogg's gives bran a youthful new taste; Bran Buds. (In Parents' magazine, Sept. 1964, p.22) Appl. author: Leo Burnett Co., Inc. © 25Aug64; KK182952.

Open your mouth and close your eyes and I'll give you something. (In Life, Oct. 2, 1964, p.89) Appl. author: Leo Burnett Co., Inc. © 28Sep64; KK183358.

Peachy breakfast; Kellogg's Corn Flakes. 7¢ coupon. (In Reader's digest, Oct. 1964, p.23) Appl. author: Leo Burnett Co., Inc. © 25Sep64; KK183859.

Put a Jumbo assortment at your table. (In The Plain dealer, June 16, 1964, p.11) Appl. author: Leo Burnett Co., Inc. © 16Jun64; KK181445.

Put 'em all together they spell coolerispan-delicious; Kellogg's corn flakes. (In Ebony, July 1964, p.22) Appl. author: Leo Burnett Co., Inc. © 18Jun64; KK181920.

Shop once, serve 18 happy breakfasts. (In Ledger-star, Norfolk, Va., June 8, 1964, p.5) Appl. author: Leo Burnett Co., Inc. © 8Jun64; KK181441.

So crisp, these ricey morsels; Rice Krispies. (In Life, June 19, 1964, p.12) Appl. author: Leo Burnett Co., Inc. © 15Jun64; KK181444.

So crisp, these ricey morsels; Rice Krispies. [Milk pouring from pitcher over bananas & cereal] (In Life, Sept. 4, 1964, p.12) Appl. author: Leo Burnett Co., Inc. © 31Aug64; KK182956.

The special K breakfast and the newer knowledge of weight control. (In Life, July 3, 1964, p.41) Appl. author: Leo Burnett Co., Inc. © 29Jun64; KK181915.

Stuff it deliciously with Kellogg's new Croutettes and roast it extra-tender the Reynolds Wrap way. (In Life, Nov. 20, 1964, p.126) Appl. author: Leo Burnett Co., Inc. © 16Nov64; KK184823.

Stuffin' fryers; new idea, you make the stuffing the modern way with Kellogg's new croutettes, and bake to a turn in Reynolds Wrap. (In Good housekeeping, May 1964, p.226) Appl. author: Leo Burnett Co., Inc. © 21Apr64; KK181918.

Tender, lush raisins, crisp flakes of bran poured from one package. (In Progressive farmer, Apr. 1964, p.100) Appl. author: Leo Burnett Co., Inc. © 15Mar64; KK181921.

Tender, lush raisins; Kellogg's raisin bran. (In The Progressive farmer, May 1964, p.84) Appl. author: Leo Burnett Co., Inc. © 15Apr64; KK181922.

That's right, J. B., bite-size treats; Gro-Pup T-Bone form dog biscuits. (In Suburbia today, Jan. 1963, p.11) Appl. author: Leo Burnett Co., Inc. © 10Jan64; KK182435.

The youthful new taste of bran; Bran Buds. [Hand of female extending box across table to hand of male] (In Redbook, July 1964, p.19) Appl. author: Leo Burnett Co., Inc. © 18Jun64; KK182953.

KELSEY-HAYES CO. ©

Change to Kelsey-Hayes original wide rim wheels, for one-half, three-quarter and one ton vehicles. Folder. © 14Sep64; KK183955.

KEMP (C. M.) MANUFACTURING CO. ©

Immersion melting pots and furnaces. 11 p. (Bulletin IE-10) © 10Oct64; KK184210.

KENNER PRODUCTS CO. ©

Kenner's gun that shoots around the corner, with targets and 10 sponge rubber balls; no.450. On folding carton. © 16Jul64; KK183905.

Romp and roll. Sheet. © 6Jul64; KK184801.

Romp and roll; furniture on wheels; no.1830. On folding carton. © 6Jul64; KK184802.

See-a-show stereo viewer; no.101-M. On folding carton. NM: compilation & additions. © 3Feb64; KK184338.

See-A-Show stereo viewer set; no.201. Kit. © 3Feb64; KK183301.

KERMIN FROZEN FOOD CO. ©

Ready to eat; boil in bag; barbecued Burg-O-Wich. Net wt. 4 oz. On bag. © 8Sep64; KK182814.

KEYBOARD JR. PUBLICATIONS, INC. ©

Elementary series; young keyboard Jr. recording. Record sleeve. © 14Sep62; KK181354.

KIEKHAEFER CORP.

Get more work from your boat, give it a swift kick in the stern; MerCruiser. (In The Fish boat, Apr. 1964, p.2 of cover) Appl. author: Gardner Advertising Co. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 1Apr64; KK182938.

How come sailors are paying more to get this 3.9 hp Merc? (In Yachting May 1964, p.125) Appl. author: Gardner Advertising Co. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 1May64; KK182939.

Merc figures all the right angles for anglers; Mercury. (In Outdoor life, Apr. 1964, p.44) Appl. author: Gardner Advertising Co. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 1Apr64; KK182941.

MerCs higher horsepower has always given us the jump on competition; MerCruiser. [Endorsed by Howard Powers] (In The Boating industry, Apr. 1964, p.14) Appl. author: Gardner Advertising Co. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 1Apr64; KK182937.

The new MerCs are 50% quieter. (In Arkansas democrat, Aug. 23, 1964, p.68) Appl. author: Gardner Advertising Co. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 23Aug64; KK183172.

That Mercury motor has paid for my whole business, buildings, everything; MerCruiser. (In The Boating industry, Mar. 1964, p.119) Appl. author: Gardner Advertising Co. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 1Mar64; KK182940.

2 ways to keep a revolution going; Quicksilver 2 and 4 cycle oils from your Mercury outboard dealer. (In Boat & motor dealer, Apr. 1964, p.7) Appl. author: Gardner Advertising Co. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 1Apr64; KK182968.

Whoever heard of skiing all day on \$1.23 worth of fuel; MerCruiser. (In Arkansas democrat, Aug. 23, 1964, p.58) Appl. author: Gardner Advertising Co. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 23Aug64; KK183166.

Your MerCruiser dealer invites you to compare the quietness of MerCruisers with the noise of other stern drives. (In The Miami news, June 14, 1964, p.3C) Appl. author: Gardner Advertising Co. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 14Jun64; KK182983.

KILGORE, JOE W.

Desert aero flying service. (Half-tone out from painting for newspaper advertising) (In Valley independent, July 23, 1964, p.C-1) © J. W. (Joe) Kilgore; 23Jul64; KK182317.

KILHAM, PETER.

The brook. See DROLL YANKEES, INC.

Song sparrow. See DROLL YANKEES, INC.

Songs of the forest. See DROLL YANKEES, INC.

The swamp in June. See DROLL YANKEES, INC.

KIMMEL (C. E.) & CO. ©

Kimmel keeps you mile-ing; nylon tire sale. (In The News American, Baltimore, Sept. 17, 1964, p.3B) © 17Sep64; KK183482.

Kimmel keeps you mile-ing; nylon tire sale. (In The Sun, Baltimore, Sept. 13, 1964, section A, p.3) © 13Sep64; KK183041.

Kimmel keeps you mile-ing; snow tires. (In The Sun, Baltimore, Oct. 18, 1964, section A, p.3) © 18Oct64; KK183485.

KING FEATURES SYNDICATE, INC. ©

Barney Google an' Snuffy Smith time's a wastin' game. No.4416. [By] Milton Bradley Co. On wrapper. © 13Nov63; KK184625.

Barney Google an' Snuffy Smith time's a wastin' game. No.4416-X. Sheet. Appl. author: Milton Bradley Co. © 13Nov63; KK184617.

Beetle Bailey puzzle. [Sergeant & dog chasing Beetle Bailey] 4425-X4. [By] Milton Bradley Co. Sheet. © 2Jan64; KK184153.

Beetle Bailey puzzle. [Sergeant & dog chasing Beetle Bailey] 4429-X3. Sheet. Appl. author: Milton Bradley Co. © 2Jan64; KK184152.

Beetle Bailey, the old army game. No.4424. [By] Milton Bradley Co. On wrapper. © 30Dec63; KK184624.

Beetle Bailey, the old army game. No.4424-X. Sheet. Appl. author: Milton Bradley Co. © 30Dec63; KK184615.

Krazy Kat. [Jail front scene] 4425-X1. [By] Milton Bradley Co. Sheet. © 2Jan64; KK184143.

Krazy Kat puzzle. [Beach scene] 4428-X4. Sheet. Appl. author: Milton Bradley Co. © 2Jan64; KK184139.

Krazy Kat puzzle. [Desert scene] 4428-X2. Sheet. Appl. author: Milton Bradley Co. © 2Jan64; KK184155.

Krazy Kat puzzle. [Desert scene] 4428-X3. Sheet. Appl. author: Milton Bradley Co. © 2Jan64; KK184138.

Krazy Kat puzzle. [Jail front scene] 4428-X1. Sheet. Appl. author: Milton Bradley Co. © 2Jan64; KK184137.

Snuffy Smith [coming home for supper] 4425-X3. [By] Milton Bradley Co. Sheet. © 2Jan64; KK184149.

Snuffy Smith puzzle. [Coming home for supper] 4429-X2. Sheet. Appl. author: Milton Bradley Co. © 2Jan64; KK184148.

3 puzzles, interlocking pieces, Beetle Bailey, Snuffy Smith, Krazy Kat. No.4429-2. [By] Milton Bradley Co. On wrapper. © 2Jan64; KK184627.

KING KORN STAMP CO. ©

Play lucky map. Sheet. © 5Oct64; KK183781.

KING MANUFACTURING CO., INC. ©

Staples, straps, hooks; serving more than 3000 electrical distributors. Folder. NM: revisions. Appl. author: William H. Stewart. © 1Jun64; KK182390.

KING-SEELY THERMOS CO. ©

Another Thermos product for Coca-Cola bottlers; light, efficient, styrene bead keg. (Coca-Cola keg page by Thermos) © 14Sep64; KK183541.

Decorated bottle barrel, plaid design. On can. © 16Mar64; KK181610.

Feather light Holiday brand foam plastic ice chests by Thermos; for volume promotions, Holiday by Thermos picnic jugs; Holiday by Thermos ice chests. 2 sheets. © 12Oct64; KK183539.

Free server lid premium makes dual purpose server-vacuum bottle of genuine Thermos brand wide mouth vacuum bottle. Sheet. © 24Jul64; KK182402.

Genuine Thermos brand insulated ice buckets. Sheet. © 12Nov64; KK184337.

Introducing the new externally framed tent, Prairie Schooner by Thermos. Sheet. © 12Oct64; KK184333.

Made for the great outdoors, Thermos camp stoves & camp lanterns. Folder. © 12Oct64; KK183543.

New at special introductory price, outing kit by Thermos; Thermos brand convert-a-vac. Sheet. © 1Sep64; KK183542.

Portable table and picnic kit, genuine Thermos brand. Sheet. © 12Nov64; KK184335.

Portable table and picnic kit, genuine Thermos brand. Sticker. © 17Sep64; KK184336.

Ready-lite mantles display-dispenser. Sheet. © 2Jul64; KK182403.

Thermos brand coolers for Drewrys Beer; model no.7767M24. Sheet. © 18Jun64; KK181609.

Thermos brand highest quality coolers for Old Milwaukee, America's light beer. Sheet. © 30Apr64; KK182401.

Thermos brand highest quality coolers for Schlitz. Sheet. © 30Apr64; KK182400.

Thermos brand vacuum bottle. Sticker. © 30Oct64; KK184332.

Thermos picnic jugs and ice chests. Folder. © 12Oct64; KK183544.

Year 'round profit maker, genuine Thermos brand vacuum bottle sales center; no.9765. Sheet. © 21Oct64; KK183540.

KING-SEELY THERMOS CO. THERMOS DIVISION.

The famous duck hunter's friend that does double duty, Thermos swivel seat shell box. Sheet. © King-Seely Thermos Co. (In notice: Thermos Division, King-Seely Thermos Co.); 12Oct64; KK184334.

KINGSBERRY HOMES CORP. ©

The Ashley; house A13-12 1/2B. Sheet. © 1Apr64; KK182417.

The Brookhaven; house B13-8B. Sheet. © 1Apr64; KK182416.

The Laurent; house L16-3 1/2B1. Sheet. © 19Jun64; KK182418.

The Lynwood; house L13-8 1/2B. Sheet. © 1Apr64; KK182419.

The Webster; house W13-12B. Sheet. © 1Apr64; KK182415.

KITCHENS OF SARA LEE, INC. ©

Brioche; net weight 8 oz. On folding carton. © 13Mar64; KK181467.

Croissants, 6 flaky French crescent rolls; net weight 4 1/2 oz. On folding carton. © 13Mar64; KK181469.

Dinner rolls; one dozen; net weight 7 1/2 oz. On folding carton. © 13Mar64; KK181470.

Finger rolls with poppy seeds, one dozen; net weight 7 1/2 oz. On folding carton. © 13Mar64; KK181471.

New, all butter German chocolate cake, with caramel pecan-almond frosting. Net wt. 13 1/2 oz. Card. © 2Jul64; KK181817.

New Sara Lee all butter apple danish coffee cake; net wt. 14 oz. Card. © 1Jun64; KK181460.

New Sara Lee all butter caramel pecan rolls; net wt. 11 oz. Card. © 1Feb64; KK181462.

New Sara Lee all butter golden cake, with chocolate fudge frosting; net wt. 14 oz. Card. © 9May64; KK181461.

Parker House rolls; net weight 7 1/2 oz. On folding carton. © 13Mar64; KK181472.

Peanut butter cookies; net weight 6 1/2 ounces. On folding carton. © 8Jan64; KK181468.

Sara Lee all butter chocolate chip pecan cookies; net wt. 6 1/2 oz. On folding carton. © 8Jan64; KK181463.

Sara Lee all butter lemon sugar cookies; net wt. 6 oz. On folding carton. © 8Jan64; KK181464.

Sara Lee all butter oatmeal pecan cookies; net wt. 6 oz. On folding carton. © 8Jan64; KK181466.

Sara Lee coconut almond all butter cookies; net wt. 6 1/2 oz. On folding carton. © 8Jan64; KK181465.

KLOPMAN MILLS, INC. ©

A fabric you can lean on by Klopman; Magic Hour is a Klopman fabric with Old Dominion Finish. Card. © 20Jul64; KK182724.

Whipped Cream is a Klopman fabric; RN32710. Card. NM: additions. © 13Aug64; KK182995.

KORVETTE TIRE CENTERS.

Come to Korvette for the world's largest stocks of famous tire brands; we've got your tire. (In New York Sunday news, June 28, 1964 p.84-85) © Korvette Tire Centers a.a.d.o. Tire City Corp.; 28Jun64; KK181559.

Come to Korvette for tires unlimited; world's largest diversified stocks. (In Sunday news, New York, July 26, 1964, p.74-75) © Korvette Tire Centers a.a.d.o. Tire City Corp.; 26Jul64; KK182147.

E. J. Korvette great tire & auto centers; deluxe shock absorbers sale; one week only. 2 for \$8. (In Trenton evening times, May 24, 1964, p.13) © Korvette Tire Centers a.a.d.o. Blue Star Tire City Corp.; 24May64; KK182490.

E. J. Korvette great tire & auto centers; mid-year clearance. (In Sunday news, New York, Aug. 16, 1964, p.80-81) © Korvette Tire Centers a.a.d.o. Tire City Corp.; 16Aug64; KK182495.

E. J. Korvette great tire & auto centers; one week only, sale, foreign car, sports car, compact car tires \$9 any size. (In Trenton evening times, May 31, 1964, p.11) © Korvette Tire Centers a.a.d.o. Blue Star Tire City Corp.; 31May64; KK182489.

E. J. Korvette great tire & auto centers; 3-days only, seat belts 2 for \$5; limit 4 per customer. (In Trenton evening times, Jan. 29, 1964, p.39) © Korvette Tire Centers a.a.d.o. Blue Star Tire City Corp.; 29Jan64; KK182479.

E. J. Korvette makes buying tires safe, thrifty & pleasant. (In Sunday news, New York, Oct. 4, 1964, p.150-151) © Korvette Tire Centers a.a.d.o. Tire City Corp.; 4Oct64; KK183360.

E. J. Korvette scoops whitewall tire market, what's your whitewall? (In Sunday News, New York, June 7, 1964, p.106-107) © Korvette Tire Centers a.a.d.o. Tire City Corp.; 7Jun64; KK181751.

E. J. Korvette Tire & Auto Centers announces 4 fabulous tire buys. (In Sunday news, New York, Oct. 18, 1964, p.108-109) © Korvette Tire Centers a.a.d.o. Tire City Corp.; 18Oct64; KK183654.

KOSTER, EDWARD C. See KOSTER CROP TESTER.

KOSTER CROP TESTER.

Your instructions for using scale & heater; Koster Crop Tester. © Edward C. Koster d.b.a. Koster Crop Tester; 10Jan63; KK184528.

KREY PACKING CO. ©

Krey Fair Lady Winfall; 1st prize: win a week at the World's Fair for two. (In St. Louis post-dispatch, Aug. 13, 1964, p.10F) Appl. author: D'Arcy Advertising Co. © 13Aug64; KK182733.

KRONE (MARTIN) ASSOCIATES. ©

Fold 'N Carry Happy Table. Sheet. Appl. author: Martin Krone. © 1May64; KK181578.

L

LACIVITA, M. J. ©

Universal Parka-Byke. 2 sheets. © 24Jul64; KK183304.

LACIVITA, MICHAEL J. ©

Universal Park-a-Bike, amazing new invention. Card. © 6Nov64; KK184032.

LAKELAND GROCERY CO. ©

Brimfull waffle syrup; net cont. 1 pt. 8 fl. oz. Sticker. Appl. author: M. J. McMahon. © 17Aug64 (in notice: 1963); KK182551.

Harvest Queen California dates, pitted. On box. Appl. author: M. J. McMahon. © 31Oct63; KK181485.

LANDMARK. ©

From the Fyr-Zon family album; do you remember? Henry Ford's first tractor, about 1906. (In Successful farming, Aug. 1964, p.66G) Appl. author: Robert Stailey. © 1Aug64; KK182761.

From the Fyr-Zon family album; do you remember? The Big Bull, as sold by Massey-Harris in 1917. (In Successful

ful farming, Dec. 1964, p.38C) Appl. author: Robert Stailey. © 1Dec64; KK184747.

LANTZ (WALTER) PRODUCTIONS, INC. ©

Woody Woodpecker's game box; 4 exciting games, spinner and counters; 7556:100. Authorized ed. Saalfeld Pub. Co. © 13Apr64; KK183002.

LANVIN-CHARLES OF THE RITZ, INC. ©

The biggest little excitement ever put in a purse; new Arpege perfume Natural Spray. (In Beauty fashion, Aug. 1964, p.62-63) Appl. author: Foote, Cone & Belding. © 10Aug64; KK182886.

Promise her anything, but give her Arpege. [Ball bottle & shadow] (In House & garden, Oct. 1964, p.11) Appl. author: Foote, Cone & Belding. © 20Sep64; KK183007.

LANVIN PARFUMS. ©

Fun begins with Arpege. Girl smiling. (In Glamour, Nov. 1964, p.49) Appl. author: Foote, Cone & Belding. © 22Oct64; KK184681.

LASKY CO. ©

Let yourself go. Folder. © 8Jul64; KK181562.

Whether you're coming or going. Folder. © 8Jul64; KK181563.

LAVELLE, INC. ©

Shake'n Pour pancake & waffle batter; 1 lb. net weight. On box. © 18Oct63 (in notice: 1964); KK183311.

LAWSON, GEORGE R. ©

Personal information and emergency instructions; this envelope contains personal data and instructions. (Emergency information instruction folder and emergency pocket envelope) © 26Aug64; KK182570.

LEAF BRANDS, INC. ©

Chu-Man-Chu, the talking bubble gum. Net wt. gum only 1 lb. On bag. © 27Aug63; KK181710.

LEAR SIEGLER, INC. ©

Controlled frequency AC electric drive systems for transport and industrial transmissions. Folder. © 10Jul64; KK181827.

Safety reduced operating cost easy installation electric retarders. Folder. (Bulletin no. CM4018) © 10Jul64; KK181826.

LEAR SIEGLER, INC. POWER EQUIPMENT DIVISION.

Low pressure, high flow LSi centrifugal pumps for fuel transfer-fuel booster-cooling. Folder. © Lear Siegler, Inc., Power Equipment Division (in notice: Lear Siegler, Inc.); 12Aug64; KK182653.

LEE (H. D.) CO. ©

Slacks by Lee; Lee Gab Sheen. Card. © 17Mar64; KK184729.

Slacks by Lee; Lee Shark-Glo. Card. © 14Aug64; KK183507.

Slacks by Lee; Lee Twist. Card. © 14Aug64; KK183509.

Slacks by Lee; Leecon Poplin. Card. © 14Aug64; KK183508.

LEE (H. D.) CO., INC. ©

Frontier Lady; authentic western style slacks. Card. © 24Jun64; KK181395.

- Lady Lee Riders; Blu-Fast vat dyed denim. Folder. © 24Jun64; KK181396.
- Lee-Prest permanent crease slacks. Card. © 2Sep64; KK183511.
- Lee's master tailor does the hodaddy bit. (In Senior scholastic, Sept. 16, 1964, p.27) Appl. author: Grey Advertising, Inc. © 1Sep64; KK183483.
- Letterman cords; for young men of action. Folder. © 24Jun64; KK181398.
- Stretch Lee Leens, continental styling. Card. © 28Aug64; KK183510.
- Westercords; authentic western pants for little fellers. Folder. © 24Jun64; KK181397.
- LEE, HOP. See LEE'S DOLPHIN TOY CO.
- LEES (JAMES) & SONS CO. ©
Do you sell wool carpets? Nylon carpets? Acrylic carpets? (In Tufted Textile Manufacturers Assn. directory, 1964, p.58) Appl. author: Doyle Dane Bernbach, Inc. © James Lees & Sons Co., a division of Burlington Industries; 29Dec63; KK184117.
- If you buy a bargain carpet, you'd better take steps to protect it. (In House & garden, Oct. 1964, p.29) Appl. author: Doyle Dane Bernbach, Inc. © James Lees & Sons Co., a division of Burlington Industries; 28Sep64; KK183296.
- Should a man stand by while his wife picks out the carpet? (In The New Yorker, Apr. 11, 1964, p.77) Appl. author: Doyle Dane Bernbach, Inc. © 9Apr64; KK181515.
- Two ways to buy a Lees carpet. (In Life, Oct. 16, 1964, p.132) Appl. author: Doyle Dane Bernbach, Inc. © James Lees & Sons Co., a division of Burlington Industries; 14Oct64; KK183625.
- The way Lees makes flowers bloom, they won't wilt. (In The New Yorker, Sept. 19, 1964, p.139) Appl. author: Doyle Dane Bernbach, Inc. © James Lees & Sons Co., a division of Burlington Industries; 17Sep64; KK183297.
- What was good enough for us now costs more than school carpet. (In School management, Nov. 1964, p.36) Appl. author: Doyle Dane Bernbach, Inc. © 29Oct64; KK184049.
- Wouldn't you love to take a poke at schlock carpet? Welcome to the club. (In Home furnishings daily, June 11, 1964, p.3) Appl. author: Doyle Dane Bernbach, Inc. © James Lees & Sons Co., a division of Burlington Industries; 11Jun64; KK182006.
- LEE'S DOLPHIN TOY CO.
A new toy, the magic block. On folding carton. © Hop Lee d.b.a. Lee's Dolphin (in notice: Lee's Dolphin Toy Co.); 7Oct64; KK184107.
- LEHN & FINK PRODUCTS CORP. ©
This much O-syl disinfects, cleans and freshens a patient's room. (In Hospital management, July 1964, p.11) © 6Jul64; KK182639.
- LEITNER, ARTHUR S. ©
Huddle prayer trophy; L-F-47-WP, S-F-47-WP, M-F-47-WP. Sheet. © 15Oct64; KK184577.
- LEJEUNE, INC. ©
Swistraw ribbon. Sheet. © 5Dec64; KK184574.
- LENHART & CO., INC. ©
A million dollar new year's weekend for a penny a minute; The Governor Morris Hotel. (In The New York times, Dec. 13, 1964, p.16) Appl. author: R. L. Lenhart. © 13Dec64 (in notice: 1965); KK184798.
- LENHART PUB. CO. ©
Vanishing Americans. (In The Princeton packet, Aug. 19, 1964, p.5) Appl. author: Ralph L. Lenhart. © 19Aug64; KK182462.
- LEWIS, ROY L. ©
A new concept in trading stamps and savings. Folder. © 26Mar64; KK184792.
- LIBERTY LIFE INSURANCE CO. ©
What's so special about every Liberty Life representative? This Accu-U-Comp, a computer planned program. (In Independent, Anderson, S. C., Nov. 10, 1964, p.6) Appl. author: Baker & Byrne, Inc. © 10Nov64; KK184749.
- LIFT-ALL CO., INC. ©
Nylon web slings. Folder. (Bulletin SW-1) Appl. author: Foltz-Wessinger, Inc. © 10Dec64; KK184661.
- LIFT PARTS MFG., INC. ©
Turn to your LPM dealer for lift truck parts and service needs any time of the day or night. Folder. © 11Nov64; KK184607.
- LILY-TULIP CUP CORP. ©
Easter joy ride design no.1716S; 1 pint liq. On cup. © 3Mar64; KK183843.
- Sheffield design no.957; Lily broad base cold drink cup. [Fanciful pattern of various flowers and bird] © 11Apr62; KK183343.
- Shindig design; no.957; broad base cold drink cup. [Roughly rectangular patches beside groups of barbecue forks holding frankfurters, & interspersed handles. © 22Feb61; KK183252.
- LIN-BROOK BUILDERS HARDWARE, INC.
Pink Lotion liquid detergent for dishes and fine fabrics. One full quart. On wrapper. © Lin-Brook Hardware; 20Nov63; KK181868.
- LIN-BROOK HARDWARE. See LIN-BROOK BUILDERS HARDWARE, INC.
- LINDY PEN CO., INC. ©
Some things are nice to have around; things you feel at home with a Utility ball pen, the Lindy. (In Seventeen, Sept. 1962, p.227) © 28Aug62; KK182190.
- LINES BROS., INC. ©
Air lines, Blackburn Skua dive bomber, 1/72nd constant scale kit; 7901. On wrapper. © 10Nov64; KK184554.
- LISTEN & LEARN RECORD CO. ©
The alphabet from ABC to Z; counting numbers from 1-2-3 to 20. Record sleeve. © 24Oct62; KK182460.
- Let's play astronaut. Sticker. (Children's classic series, B-201) © 14Jul64; KK182063.
- Let's play hospital & doctor & nurse. Sticker. (Children's classic series, B-203) © 14Jul64; KK182062.
- Music Magic for moppets; fun for children from 2 to 6. Sticker. (Children's classic series, B-204) © 14Jul64; KK182720.
- Paul Revere's midnight ride and the Boston Tea Party. Sticker. (Children's classic series, B-205) © 14Jul64; KK182061.
- LITTELL (F. J.) MACHINE CO. ©
Automotive coil-to-press lines for heavy steel strip. 8 p. (Bulletin F-20) Appl. authors: William K. Dwyer & Charles E. Monell. © 20Apr64 (in notice: 1963); KK182365.
- Compact coil-to-press line for automotive stamping. 8 p. (Bulletin F-5) Appl. authors: William K. Dwyer & Charles E. Monell. © 20Apr64 (in notice: 1963); KK182363.
- High speed coil-to-press equipment for automotive production. 10 p. (Bulletin F-10) Appl. authors: William K. Dwyer & Charles E. Monell. © 20Apr64 (in notice: 1963); KK182364.
- LOBELL (LANA) INC.' HANOVER HOUSE.
See HANOVER HOUSE.
- LOCKE MANUFACTURING CO. ©
Here's how to install your new UNI-T railings and columns. Sheet. Appl. author: Crawford Letter Co. © 1Jul64; KK181432.
- UNI-T adjustable iron railings and columns. Folder. Appl. author: Zarney Creative Studios. © 1Jul64; KK181428.
- Uni T adjustable iron railings and columns. Folder. Appl. author: Zarney Creative Studios. © 1Jul64; KK181486.
- LOCKLIN, HARRY P. See RADIANT COLOR CO.
- LOESSER, FRANK.
How to succeed in business without really trying; 4330. Milton Bradley Co. On wrapper. © Frank Loesser, Abe Burrows, Jack Weinstock, & Willie Gilbert; 22Mar63; KK181646.
- How to succeed in business without really trying; 4330-X. Sheet. Appl. author: Milton Bradley Co. © Frank Loesser, Abe Burrows, Jack Weinstock, & Willie Gilbert; 22Mar63; KK181647.
- LOFT CANDY CORP. ©
Deluxe chocolate assortment; 1 pound net weight avoird. On wrapper. © 16Nov64; KK184353.
- LOH, GEORGE.
How many kids today with be Gene Sarazens tomorrow? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.
- Where are the Maureen Connollys of tomorrow? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.
- Who'll be the Rafer Johnsons of the future? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.
- Will there ever be another Lou Gehrig. See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.
- Will they ever find another Gordie Howe? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.
- LONG (W. E.) CO.-INDEPENDENT BAKERS' COOPERATIVE, INC.
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You'll enjoy Ort's country style bread in the bonus bag.-Con.
kwik-lok tab. (In Winchester evening star, Sept. 28, 1964, p.10)
© W. E. Long Co.-Independent Bakers' Cooperative (in notice: W. E. Long Co.-IBC); 28Sep64; KK183372.

LONGLIFE FISH FOOD PRODUCTS.

BiOrell, imported flake food for tropicals; net weight 3/8 oz. avoir. On can. © Longlife Fish Food Products, division of Sternco Industries, Inc.; 9Apr64; KK183013.
Fantastic flake food from West Germany; BiOrell. (In Pet industry, July 1964, p.11) © 3Jul64; KK182571.
Fantastic flake food gives you 293% profit; BiOrell. (In Pet industry, July 1964, p.2) © 3Jul64; KK182572.
Longlife bromthymol blue; 1/2 fl. oz. Sticker. © Longlife Fish Food Products, division of Sternco Industries, Inc.; 27Feb64; KK182085.
Longlife sodium biphosphate; net weight 2 oz. Sticker. © Longlife Fish Food Products, division of Sternco Industries, Inc.; 27Feb64; KK182086.

LORILLARD (P.) CO. ©

More refreshing to begin with, more refreshing all the way; Newport refreshes while you smoke. (In Look, July 31, 1962) © 31Jul62; KK182371.

Treat your taste kindly with Kent, the cigarette with the new micronite filter. (In Holiday, Nov. 1962, p.109) © 20Oct62; KK182594.

Treat your taste kindly with Kent, the cigarette with the new micronite filter. (In The New Yorker, Aug. 11, 1962, p.4 of cover) © 11Aug62; KK181498.

Treat your taste kindly with Kent, the cigarette with the new micronite filter. (In The New Yorker, Sept. 29, 1962, p.121) © 29Sep62; KK183207.

Your taste buds will tell you why you'll feel better about smoking with the taste of Kent; Kent cigarettes. (In Ebony, July 1962, p.5) © 20Jun62; KK182130.

LOVINS, W. A. See ACME MAINTENANCE SUPPLY.

LOWE (JOE) CORP. ©

Almost as cool as Popsicle. Sheet. Appl. author: Arnold M. Storfer. © 25Mar64; KK182592.

Creamsicle. Sheet. Appl. author: Arnold M. Storfer. © 16Mar64; KK182256.

M-m-m-m-m, so good; Fudgsicle. Sheet. Appl. author: Arnold M. Storfer. © 1Apr64; KK182254.

New Popsicle Space-Shots; varied space shaped frozen stick confections in exciting 12 pak. Card. Appl. author: Arnold M. Storfer. © 16Mar64; KK182927.

New, strawberry Fudgsicle. Sheet. Appl. author: Arnold M. Storfer. © 13Apr64; KK182255.

Popsicle Space-Shots in new exciting 12 pak; varied space-shaped frozen stick confections. Card. Appl. author: Arnold M. Storfer. © 16Mar64; KK182593.

12 Popsicle Space-Shots; 3 assorted flavors; contents: 12 confections, 2 fl. ozs. ea. On folding carton. Appl. author: Max Lieberman. © 1May64; KK183257.

LUNABALL CO.

Lunaballs; amaze your friends, amuse yourself with this scientific phenomenon. Card. © Vernay Laboratories, Inc. d.b.a. Lunaball Co.; 8Jun63; KK183078.

LUXOR LIGHTING PRODUCTS, INC. ©

Glamour comes to light with these diminutive candelabra bulbs by Luxor. Sheet. © 2Jul64; KK181556.

Light bulbs designed with your problem in mind. Folder. © 24Jul64; KK182359.

Northlux, the ultimate in true white, full-spectrum lighting. Sheet. © 11Dec64; KK184662.

Schedule of Ballast prices and specifications, effective Aug. 15, 1964. Sheet. (Form no. L641-156) © 28Aug64; KK183842.

The story behind Luxor superiority, phosphor blending. Sheet. © 20Sep63; KK183516.

The story behind Luxor superiority; what is an incandescent lamp; the filament; the bulb; the base. 4 sheets. (L 641-154-1--L 641-154-4) © 19Oct64; KK183454.

LYLE, VINCE.

Why can't you converse? See CONVERSATION STUDIES.

M

MSL INDUSTRIES, INC. ©

Ever hear of a nut winning the Nobel prize? 18-8 stainless steel finished hex nuts. Sheet. Appl. author: Heads & Threads. © 13Jul64; KK181774.

MCCORMICK & CO, INC. ©

Garlic spread; 4 fl. ozs. On wrapper. © 16Oct64; KK183629.

Garlic spread, condimento de ajo; 4 ozs. fl. On wrapper. © 8Oct64; KK183628.

Gourmet curry sauce mix; 1 1/2 ozs. net wt. On bag. © 8Sep64; KK182948.

Gourmet hollandaise sauce mix; 1 1/2 ozs. net wt. On bag. © 8Sep64; KK182949.

Gourmet horseradish sauce mix; 1 1/2 ozs. net wt. On bag. © 8Sep64; KK182946.

Gourmet jellied madrilene; 1 1/2 ozs. net wt. On bag. © 8Sep64; KK182944.

Gourmet orange sauce mix; 1 1/4 ozs. net wt. On bag. © 8Sep64; KK182947.

Green giant pea seasoning. Sticker. Net contents: 70 - 3 1/2 number bags. © 15May63; KK182774.

Hamburger and meat loaf seasoning; 1 1/2 ozs. net wt. On bag. © 7May64; KK182950.

Spaghetti sauce mix, real Italian style; 1 1/2 ozs. net wt. On bag. © 10Apr64; KK182945.

MCDUFFEE BROS., INC. ©

A first aid measure for the dry-air condition in your home; no.121 high-capacity humidifier. Sheet. Appl. author: Paul E. McDuffee. © 15Jun64; KK181745.

MCGOWN (PEARL K.) INC. ©

Dear HooKraFtsman.
© 15Jun64; KK181489.
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MCGRAW-EDISON CO. INTERNATIONAL METAL PRODUCTS. See INTERNATIONAL METAL PRODUCTS.

MCGRAW-EDISON CO. INTERNATIONAL METAL PRODUCTS DIVISION. ©

Carefree cooling, summer after summer; Arctic Circle residential series V air coolers. Folder. © 24Dec63 (in notice: 1964); KK182244.

Enjoy cool living every summer; Alpine A series mobile home air coolers. Folder. © 26Dec63 (in notice: 1964); KK182243.

Keep cool in style; Arctic Circle series V window air coolers. Folder. © 20Dec63 (in notice: 1964); KK182245.

MCGRAW EDISON CO. SPEED QUEEN DIVISION.

Drying instructions; Speed Queen. Card. © 3Apr64; KK182477.

Drying instructions; Speed Queen. (Tumbler instructions) Card. © 3Apr64; KK183077.

Out-of-order. Card. © Speed Queen Division, McGraw-Edison Co. (in notice: McGraw-Edison Co.); 21Jul64; KK181797.

Washing instructions; Speed Queen. Card. © 3Apr64; KK182478.

MCHALE, JOHN F. ©

Mass creativity order form. Sheet. © 17Jul62; KK183110.

MCILHENNY CO. ©

The art of seasoning ground beef; Tabasco hamburgers. (In McCall's, Oct. 1964, p.26) Appl. author: Knox Reeves-Fitzgerald Advertising. © 22Sep64; KK183165.

The art of seasoning seafood; Tabasco. Tabasco tartar sauce. (In Better homes & gardens, Sept. 1964, p.42) Appl. author: Knox Reeves-Fitzgerald Advertising. © 13Aug64; KK182545.

MCKESSON & ROBBINS, INC. ©

Martin's spent 8 years getting ready for tonight; isn't it time you enjoyed it? (In The New York times, July 31, 1964, p.7) © 31Jul64; KK183478.

Four with pleasure Martin's V.V.O. (In Amsterdam news, July 18, 1964, p.15) © 18Jul64; KK181960.

MAC'S (BETTE) DIVISION, THOMAS DESIGNS, INC. See THOMAS DESIGNS, INC. BETTE MAC'S DIVISION.

MAICO ELECTRONICS, INC. ©

Enjoy better hearing with Maico, most respected name in hearing. 1 v. © 7Aug64; KK182303.

Industrial noise and hearing loss. 1 v. © 10Aug64; KK182302.

New compact diagnostic audiometer, model MA-11, by Maico. Folder. © 7Aug64; KK182299.

Save time and money with multiple school hearing tests. Folder. © 10Aug64; KK182300.

6 weeks from today, you can be in this office with a profitable business of your own. 19 p. © 24Jul64; KK182301.

MAIDENFORM, INC. ©

I dreamed I barged down the Nile in my Maidenform bra; Sweet Music. (In Mademoiselle, Aug. 1962, p.65) Appl. author: Norman, Craig & Kummel, Inc. © 27Jul62; KK182219.

I dreamed I won a college scholarship in my Maidenform bra. (In Seventeen, Aug. 1964, p.11) Appl. author: Norman, Craig & Kummel, Inc. © 30Jul64; KK182523.

Keep your eye on Maidenform; Sweet Music bra. (In Ladies' home journal, Oct. 1964, p.2) Appl. author: Norman, Craig & Kummel, Inc. © 22Sep64; KK183317.

Keep your eye on Maidenform, the cups of this Sweet Music bra are contoured. (In McCall's, Nov. 1964, p.17) Appl. author: Norman, Craig & Kummel, Inc. © 20Oct64; KK184396.

Keep your eye on Maidenform, you'll never yank at a girdle again, Maidenform's new Concertina girdle. (In Life, Oct. 16, 1964, p.16) Appl. author: Norman, Craig & Kummel, Inc. © 16Oct64; KK183849.

Sweet Music family with straps that stretch, but never curl, ripple, or twist. (In Women's wear daily, Aug. 6, 1964, p.15) Appl. author: Norman, Craig & Kummel, Inc. © 6Aug64; KK182218.

MAIDENFORM SPORTSWEAR, INC. ©

No one can top Sportmaker in the stretch. (In Seventeen, Oct. 1964, p.19) Appl. author: Norman, Craig & Kummel, Inc. © 29Sep64; KK184398.

MALCO PRODUCTS, INC. ©

Malco windshield washer anti-freeze solvent and glass cleaner; contents 6 fl. oz. On can. Appl. author: Murray Glauber. © 29Dec61; KK181503.

Professional liquid car wash concentrate; net contents 1 gallon. On can. Appl. author: Murray Glauber. © 29Nov63; KK183069.

Regular machine buffer automobile cleaner; net contents 1 gal. On can. Appl. author: Murray Glauber. © 31Oct62; KK183068.

Upper cylinder Lube, concentrated engine conditioner; contents 6 fl. oz. On can. Appl. author: Murray Glauber. © 30Nov61; KK182466.

MALLINCKRODT CHEMICAL WORKS. ©

Spring-Bak for preventive control of spring dead spot of bermuda grass. On wrapper. Appl. states prev. reg. KK168873. NM: revision of text. © 12Aug64; KK182736.

MALTA HATUEY DIVISION, BACARDI IMPORTS, INC. See BACARDI IMPORTS, INC. MALTA HATUEY DIVISION.

MAMMOTH RECORDS. ©

Mammoth Records; Switch time, part 1. Sticker. © 1Sep64; KK184719.

MANDEL.

Humpty Dumpty. See COLORFORMS. Mary had a little lamb. See COLORFORMS.

MANHEIM MANUFACTURING & BELTING CO. ©

New Manheim Foodcon, the miracle food handling belt that is resistant to moisture. Folder. Appl. author: Foltz-Wessinger, Inc. © 10Jun64; KK182414.

MANUFACTURERS' COUNCIL OF NEW BRITAIN (CONN.)

How did that get in here? (In New Britain herald, Sept. 22, 1964) Appl. author: Bozell & Jacobs, Inc. © Manufacturers' Council of New Britain; 22Sep64; KK183019.

However, you slice it. (In New Britain herald, Nov. 24, 1964) Appl. author: Bozell & Jacobs, Inc. © Manufacturers' Council of New Britain; 24Nov64; KK184460.

That's my mark; made in New Britain. (In New Britain herald, Sept. 8, 1964) Appl. author: Bozell & Jacobs, Inc. © Manufacturers' Council of New Britain; 8Sep64; KK182731.

Vote for. (In Herald, New Britain, Conn., Oct. 27, 1964) © Manufacturers' Council of New Britain; 27Oct64; KK183649.

What makes a job? (In Herald, New Britain, Conn., Oct. 13, 1964) Appl. author: Bozell & Jacobs, Inc. © Manufacturers' Council of New Britain; 13Oct64; KK183359.

MANY, BLANC & CO. ©

The Dubouchett can-can is on the air, back in Chicago by popular retailer demand. (In The Illinois beverage journal, Apr. 1964, p.39) © 1Apr64; KK182141.

DuBouchett is on the air, and takes Chicago by storm; DuBouchett cordials. (In Illinois beverage journal, Nov. 1963, p.59) © 1Nov63; KK182791.

MARADEL PRODUCTS, INC. ©

3 to make up, complete wardrobe for eye glamour; Lashbrite. Card. Appl. author: A. Harry Kupersmith. © 2Jan63; KK184639.

MARANER'S ORANGE STREET STUDIO.

Cookie stamps. Folder. © Maryann Weidner d.b.a. Maraner's Orange Street Studio; 24Jul64; KK184758.

Kaltinstone, use any old tool on Kaltinstone. Sheet. © Maryann Weidner d.b.a. Maraner's Orange Street Studio; 24Jul64; KK183756.

MARATHON.

Albertson's chocolate chip ice cream; one half gallon. On folding carton. © Marathon, division of American Can Co.; 31Dec62; KK182101.

Albertson's New York ice cream; one half gallon. On folding carton. © Marathon, division of American Can Co.; 31Dec62; KK182100.

Albertson's sherbet, artificially flavored & colored. One half gallon. On folding carton. © Marathon, division of American Can Co.; 31Dec62; KK182195.

Brookshire's Plantation chocolate ice cream; net contents: one half gallon liquid. On folding carton. © Marathon, division of American Can Co.; 31Dec62; KK182091.

Chocolate almond sundae ice cream, by Ardsley. One half gallon liq. On folding carton. © Marathon, division of American Can Co.; 3Jun63; KK182087.

DuVal bonus special banana split ice cream. One half gallon liquid. On folding carton. © Marathon, division of American Can Co.; 31Dec62; KK182090.

Evangeline Maid brown 'n serve enriched rolls; 12. On bag. © Marathon Division of American Can Co.; 15Sep64; KK183424.

Grenada Farms, Inc. Cream Lane black walnut ice cream; one half gallon liquid. On folding carton. © Marathon, division of American Can Co.; 1Jan63; KK183451.

Grenada Farms, Inc. Cream Lane brand chocolate ripple ice cream; one half gallon liquid. On folding carton. © Marathon, division of American Can Co.; 1Jan63; KK183450.

Grenada Farms, Inc. Cream Lane brand strawberry ripple ice cream; one half gallon liquid. On folding carton. © Marathon, division of American Can Co.; 1Jan63; KK183452.

Homestead chocolate ice cream; one half gallon liquid. On folding carton. © Marathon, division of American Can Co.; 5Aug63; KK182098.

Homestead neapolitan ice cream; one half gallon liquid. On folding carton. © Marathon, division of American Can Co.; 5Aug63; KK182099.

IGA vanilla ice cream. One gallon liquid. On folding carton. © Marathon, a division of American Can Co.; 14May64; KK181928.

Les strawberry, the frozen dessert with less calories, less fat; Les contains vegetable oils. Half gallon liquid. On folding carton. © Marathon, division of American Can Co.; 31Dec62; KK182092.

Miller's finest vanilla fudge royale ice cream; half gallon liquid. On folding carton. © Marathon, division of American Can Co.; 31Dec62; KK182093.

Mity Fine buttered almond ice cream; half gallon liquid. On folding carton. © Marathon, division of American Can Co.; 31Dec62; KK182096.

Mity Fine strawberry marshmallow ice cream; half gallon liquid. On folding carton. © Marathon, division of American Can Co.; 31Dec62; KK182095.

Mity Fine vanilla chocolate fudge ice cream; half gallon liquid. On folding carton. © Marathon, division of American Can Co.; 31Dec62; KK182097.

Ralphs chocolate chip ice cream. One half gallon. On folding carton. © Marathon, division of American Can Co.; 20May63; KK182088.

Silver Spoon chocolate mallo-mint ice cream; one half gallon liquid. On folding carton. © Marathon, division of American Can Co.; 31Dec62; KK182094.

Wagar's Dutch Colony maple nut ice cream; one half gallon liquid. On folding carton. © Marathon, division of American Can Co.; 15Mar63; KK182104.

Wagar's Dutch Colony van-choc-straw ice cream; one half gallon liquid. On folding carton. © Marathon, division of American Can Co.; 15Aug63; KK182102.

Wagar's Dutch Colony vanilla ice cream; one half gallon liquid. On folding carton. © Marathon, division of American Can Co.; 15Mar63; KK182103.

Weingarten's sweet cream brand ice cream; cherry jubilee. Half gal. liq. On folding carton. © Marathon, division of American Can Co.; 31Dec62; KK182089.

MARBIL PRODUCTIONS, INC. ©

The price is right. No.4407. [By] Milton Bradley Co. On wrapper. © 3Jan64; KK184613.

MARCUS, LOUIS. ©
1964 spring-Easter-summer display
guide. 1 v. © 16Jan64; KK182628.

MARGHAB (EMILE) INC. ©
Cocktails by Marghab; Knight. Sheet.
© 25Aug64; KK182567.

Cocktails by Marghab; The windmill.
Sheet. © 25Aug64; KK182560.

Daisies by Marghab. Sheet.
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not. Sheet. © 25Aug64; KK182566.

Handkerchiefs by Marghab; Snowflake.
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Jacaranda tree by Marghab. Sheet.
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Regency by Marghab. Sheet.
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Towels by Marghab; Petunia. Sheet.
© 25Aug64; KK182569.

Towels by Marghab; Zebra. Sheet.
© 25Aug64; KK182559.

Various articles by Marghab; Arrow-
head, men's handkerchief. Sheet.
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MARIETTA METAL PRODUCTS CORP. ©
Magic-Heat baseboard radiation
type M ... price sheet. Appl.
author: Edward F. Freitas.
© 10Jul64; KK181568.

MARK II CO.
Cologne d'or, for the male animal.
(In The New Yorker, Sept. 26, 1964,
p.132) © Mark II Co. div. of
International Equity Corp.; 26Sep64;
KK184589.

For the male animal; shave creme,
shave lotion, hair creme, cologne
d'or. (In The New Yorker, Sept. 12,
1964, p.85) © Mark II Co. division
of International Equity Corp.;
12Sep64; KK184588.

Gifts for her male animal are woman's
biggest Christmas headache; shave
creme, shave lotion, cologne d'or,
hair creme. (In Beauty fashion,
Sept. 1964, p.18) © Mark II Co.
division of International Equity
Corp.; 10Sep64; KK184590.

Men who know packaging best selected
this as first prize; the champagne
of after shower cologne; the
champagne of after shave lotion.
(In Beauty fashion, Aug. 1964,
p.91) © Mark II Co. division of
International Equity Corp.;
10Aug64; KK184591.

Toiletries of elegance for men,
Mark II after shower cologne,
after shave lotion; the tote-along
kit. Card. © Mark II Co., division
of International Equity Corp.;
10Sep64; KK184718.

MARKET GAMES CO. ©
Food King's home run; no purchase
necessary. Slip. Appl. author:
Joseph F. Picarelli. © 19Mar64;
KK181853.

MARTOD PRODUCTIONS, INC. ©
Get the message, another great TV
home game; for ages 10 to adult.
No.4406. M. Bradley Co. On
wrapper. © 20Apr64; KK183897.

MARVIN (W. H.) CO. ©
Imported pitted dates; net wt. 1 lb.
On box. © 14Aug64; KK183466.

MASON & GORE, INC. ©
Coloring book for parents and little
shavers. 15 p. © 17Sep64;
KK183812.

MASSON (PAUL) VINEYARDS. ©
Black velvet: Paul Masson champagne
in mourning. (In The New Yorker,
Oct. 24, 1964, p.20) Appl. author:
Freeman & Gossage, Inc.
© 24Oct64; KK184281.

1964 gift packages. Folder.
© 15Aug64; KK183171.

Paul Masson's amazing wine rack.
(In The New Yorker, Sept. 26, 1964,
p.76) Appl. author: Freeman &
Gossage, Inc. © 26Sep64; KK184277.

Why does the host get the first glass
of wine? (In The Reporter, Sept. 24,
1964, p.23) Appl. author: Freeman
& Gossage, Inc. © 24Sep64;
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Why we clink glasses. (In The Satur-
day review, Oct. 17, 1964, p.80)
Appl. author: Freeman & Gossage,
Inc. © 17Oct64; KK184278.

MASTER GLASS OF DALLAS. ©
Diamond Crater treasure hunt; no.4020.
On wrapper. Appl. author: G. W.
Simmons. © 10Oct64; KK183315.

MASTER PRODUCTS CO. ©
Bargain banners are flying; it's
Master's 29th anniversary cele-
bration. Folder. © 22May64;
KK181782.

Dollar stretching days are here again
at Master. Folder. © 10Apr64;
KK181781.

MASTER VIBRATOR CO. ©
Instant portable heater. Sheet.
© 7Aug64; KK183774.

MATHCO SERVICE. ©
Directions; for closed style ... apply
Freshen to both edges of ribbon as
shown. Sticker. © 1Jul63;
KK184779.

Freshen renews typewriter ribbons.
Folder. © 1Jul63; KK184778.

Freshen renews typewriter ribbons.
Sticker. © 1Jul63; KK184780.

Freshen renews typewriter ribbons;
contents: 6 only, 3 oz. cans.
On folding carton. © 1Jul63;
KK184781.

MATTEL, INC. ©
Barbie magic window, 4974. On fold-
ing carton. © 27May64; KK181878.
Barbie's little sister, Skipper, by
Mattel; stock no.0950; brunette.
On box. © 23Jan63; KK184560.

Some cow ponies can do everything but
talk. (In The New Yorker,
Mar. 3, 1962, p.43) © 3Mar62;
KK182065.

MAYES, KENNETH F. ©
Go Stik; to start and go on ice or
snow use Go-Stik. Sheet.
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MAYO-REESE CO., INC. ©
Medacton antiseptic professional
breath freshener; quick acting,
economical. On folding carton.
Appl. author: T. M. Seller.
© 15Jun64; KK181654.

Medacton medicated lotion. Folder.
Appl. author: T. M. Seller.
© 12Oct64; KK183327.

MAYSTEEL PRODUCTS INC. ©
Functionally planned hospital case-
work improves efficiency of hos-
pital personnel. (In Hospitals,
Aug. 1, 1964, p.541) Appl. author:
Morrison-Seymour, Inc. © 1Aug64;
KK182734.

Owners of long term care facilities
Maysteel equipped tell us it
costs less installed ready for
use. (In Professional nursing
home, Oct. 1964, p.57) Appl. au-
thor: Morrison-Seymour, Inc.
© 29Sep64; KK183423.

MEGOWEN ASSOCIATES, INC. ©
As of today, ordinary sugar is old-
fashioned. Slim Jim is here, 50%
less calories spoon for spoon, real
sugar sweetness. (In Portland,
Maine, evening express, Oct. 15,
1964, p.13) Appl. author: Baker &
Byrne, Inc. © 15Oct64; KK183950.

MELITTA-WERKE BENTZ & SOHN. ©
Coffee quick filter 102; SF-P 102.
On folding carton. © 10Jan61;
KK184403.

Coffeemaker 102; Filka-P 102. On
folding carton. © 10Jan61;
KK184404.

MELNOR INDUSTRIES, INC. ©
Lawn sprinklers and gardening aids
1965; keeping pavilions green at
the New York World's Fair. 1 v.
© 30Sep64; KK184345.

MELODEE HOUSE. ©
Mary had little money; February 1965.
Folder. Appl. author: Richard W.
Bartlett. © 17Oct64; KK183443.

MELROSE DISTILLERS CO. ©
Remember me, the one rose to remember,
Melrose Rare. (In The Portland
evening express, Mar. 20, 1964, p.9)
© 20Mar64; KK182142.

Top Pop contest for retailers. (In
Liquor store, May 1964, p.26-27)
Appl. author: Otto Kleppner.
© 1May64; KK181381.

MELVILLE SHOE CORP. ©
Thom McAn five way fit shoes.
Sticker. © 6Jul64; KK184504.

MENDLE BOX WRAP & LABEL CORP. ©
Paul's Shoes. On wrapper. Appl.
author: Burton W. Fischer.
© 23Oct64; KK183953.

MERCER, JAMES B. ©
Reflect-O-Graf drawing set. On box.
© 8Sep62; KK182318.

MERRIAM (G. & C.) CO. ©
The ideal Christmas gift for the
family that reads Harper's magazine,
the new Merriam-Webster unabridged.
(In Harper's, Nov. 1964, p.145)
© 30Oct64; KK184293.

New from Merriam-Webster; start the
school year right with this proven
aid to better grades, Webster's
seventh new collegiate dictionary.
(In The Saturday evening post,
Aug. 22, 1964, p.6) © 18Aug64;
KK182295.

MERRY MANUFACTURING CO. ©
Barbie's little sister Skipper,
pert 'n pretty with make-believe
cosmetics; stock no.1243;198.
On wrapper. © 7Oct64; KK184056.
Barbie's little sister Skipper,
sparkle 'n shine with make-believe
cosmetics; stock no.1244;198.
On wrapper. © 7Oct64; KK184055.

METROPOLITAN BREWERY OF N. J., INC. ©
Ready, set, glow; sparkling Champagne
is like nothing else you ever
tasted. (In Redbook, Oct. 1964,
p.42) Appl. author: Al Paul Lefton
Co. © 22Sep64; KK183040.

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Corliss Deb, an AMC fashion. On folding carton. © Frank C. Meyer Co. (in notice: Millen Industries, Inc., Frank C. Meyer, Div.); 19Aug64; KK183188.
- MEYER (FRANK C.) DIVISION, MILLEN INDUSTRIES, INC. See MILLEN INDUSTRIES, INC. FRANK C. MEYER DIVISION.
- MICHIGAN CARTON CO. EGG-CEL DIVISION. © Bear Creek Poultry Farm; eggs, one dozen. (Farmer boy) On folding carton. (Des. E 607) © 1Apr64 (in notice: 1963); KK181352.
Carver Farms cage eggs. (Multiple cages) On folding carton. (Des. E 608) © 15Mar64 (in notice: 1963); KK181353.
- MICHIGAN CHEMICAL CORP. © Botched batch? Next time, turn to Michigan Chemical, world's most experience magnesia manufacturer. (In Rubber world, July 1964, p.101) Appl. author: Aves Advertising, Inc. © 11Jul64; KK183974.
Look him right in the eye and say Firemaster PHT4. (In Reinforced plastics, Sept.-Oct. 1964, p.23) Appl. author: Aves Advertising, Inc. © 1Sep64; KK183975.
- MICHTER'S, INC. See MICHTER'S JUG HOUSE.
- MICHTER'S JUG HOUSE.
Sips softly, Michter's pot still whiskey. (In Observer, Aug. 31, 1964, p.5) Appl. author: Louis Forman. © Michter's Jug House a.a.d.o. Michter's, Inc.; 31Aug64; KK183075.
- MID-CONTINENT PROPERTIES, INC. © The Chieftain. Sheet. NM: additions. © 14Aug64; KK182994.
- MIDLAND-ROSS CORP. STEEL CITY DIVISION. © Steel City aluminum kindorf channels and conduit straps for supporting aluminum rigid conduits. (Product bulletin 64-3) Sheet. © 9Sep64; KK183428.
- MILES, WILLIS O. © Man, it's a tiger; a quarter pound of real terror. On bag. © 7Sep64; KK183471.
- MILES SHOES, INC. © Hi 'n' Dri fashion boots. On folding carton. © 13Apr64; KK183189.
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- MILLEN INDUSTRIES, INC. FRANK C. MEYER DIVISION. © Corliss Miss. On box. Appl. author: AMC Stores. © 17Nov64; KK184324.
- MILLER (MARTIN) CO.
Homes are as strange and varied as the people who live in them. Sheet. © Martin Miller d.b.a. Martin Miller Co.; 27Jun63; KK181637.
Wheels; representing INA Insurance Company of North America. Sheet. © Martin Miller d.b.a. Martin Miller Co.; 27Jun63; KK182276.
- MILLER, PAUL C. © The philosophy of color, by Paul C. Miller, a civil rights fable. Sheet. © 12Nov64; KK184818.
- MILLER BREWING CO. © High Life brewers dried grain; 50 lbs. net. On bag. Appl. author: Bemis Bag Co. © 1Jun64; KK182442.
Miller High Life; sparkling, flavorful, distinctive. Outdoor picnic. (In Time, Aug. 7, 1964, p.38) Appl. author: C. A. Mathisson. © 3Aug64; KK182309.
- MILLER TILT-TOP TRAILER, INC. © General sales manual. 28 p. (Form no.SM-2000) © 11Mar64; KK182112.
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- MINNESOTA MINING & MANUFACTURING CO. © Acquire; here's an exciting new fun-and-fortune game for three to six players. Sheet. © 16Nov63; KK181858.
Auction; a connoisseur's collection of antiques and objets d'art. Sheet. © 16Nov63; KK181857.
Bangs, guiches, back of neck; Scotch magic mending tape. (In Glamour, July 1964, p.5) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 20Jun64; KK181900.
Can anyone make a tape as good as Scotch magic mending tape? (In The Times herald record, Oct. 9, 1963, p.42) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 9Oct63; KK181616.
Consider 3M steri-drape surgical drapes for laminectomies, sterile-packed, ready for immediate use. (In The Journal of bone & joint surgery, July 1964, p.51) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 5Jul64; KK182500.
The difference between Tarni-Shield and silver polish is about 11 months. (In Ladies' home journal, Oct. 1963, p.11) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 27Sep63; KK182123.
Fantastic back to school offer, Yertle the Turtle and other stories; wonderful Dr. Seuss book \$2.95 value for only \$1.00. (In Suburbia today, Aug. 1963, p.19) © Minnesota Mining & Manufacturing Co. (3M Co.); 4Aug63; KK181761.
The first impermeable plastic, sterile-packed surgical drape. (In Archives of ophthalmology, Apr. 1964, p.52-A) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 25Mar64; KK182499.
The first impermeable plastic, sterile-packed surgical drape. (In Obstetrics & gynecology, Apr. 1964, p.16) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 5Apr64; KK182171.
For a change, the latest in hair styling tricks also turns out to be the easiest. (In Glamour, June 1964, p.20-21) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 20May64; KK182173.
For years patients have had to suffer the torment of tape removal; no more. (In Hospital management, Nov. 1963, p.101) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 5Nov63; KK182524.
- Fox-Knapp has something to conceal, it's Scotchgard rain & stain repeller. (In Gentlemen's quarterly, Sept. 1962, p.145) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 21Aug62; KK184245.
- Galey & Lord and Imp Originals make a fashion splash with Scotchgard stain repeller. (In The New Yorker, Mar. 4, 1961, p.47) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 1Mar61; KK182122.
- Going, going, gone, to the checkout counter. Holly Tie. (In Food topics, May 1963, p.57-58) © (3M) Minnesota Mining & Manufacturing Co.; 26Apr63; KK182070.
- Going, going, gone to the checkout counter; new Holly Tie going-east Christmas gift wrap ribbons. (In Food topics, July 1963, p.33-34) © Minnesota Mining & Manufacturing Co. (3M Co.); 28Jun63; KK182118.
- Going, going, gone to the checkout counter; new Holly Tie going-east Christmas gift wrap ribbons. (In Military market, Aug. 1963, p.51-52) © Minnesota Mining & Manufacturing Co. (3M Co.); 1Aug63; KK182121.
- Grand strategy is grand game fun, with Twixt. (In Dixie, Nov. 17, 1963, Sunday roto magazine, p.15) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 17Nov63; KK181615.
- It's cool, comfortable, lightweight, won't itch, won't pull hair, won't irritate like ordinary adhesive tape; 3M brand Micropore surgical tape. (In Hospital topics, Nov. 1963, p.8) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 25Oct63; KK182486.
- Jeepers creepers, this pencil sharpener for only 50¢ with the plaid tab from any roll of Scotch brand tape. (In Suburbia today, Aug. 1964, p.13) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 2Aug64; KK182022.
- Let this come between you and hay fever discomfort. (In The Wichita eagle, Aug. 15, 1963, p.11C) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 15Aug63; KK182119.
- Let this mask come between you and dust; filter mask. (In Arkansas gazette, Oct. 25, 1963, p.6B) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 25Oct63; KK182247.
- Let this mask help stop a cold from spreading. (In Arkansas gazette, Nov. 14, 1963, p.10C) © 14Nov63; KK181614.
- Long play never had it so long; new triple the length on a 7" reel. (In The Harrison catalog of Stereophonic tapes, Fall 1963, p.7) © 1Sep63; KK181689.
- Look, there's a completely new kind of Scotch transparent tape. (In The Orange leader, Oct. 9, 1963, p.22) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 9Oct63; KK181612.
- Magic trick to curl your hair; Scotch magic mending tape. (In Ingenuie, July 1964, p.3) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 5Jun64; KK182372.
- More Christmas gift sales from Sasheen. (In Jewelers' circular-keystone, May 1963, p.109-110) © (3M) Minnesota Mining & Manufacturing Co.; 29Mar63; KK182073.

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More Christmas gift sales from Sasheen; more Christmas gift wrap appeal. (In Notion & novelty review, Sept. 1963, p.63-64) © Minnesota Mining & Manufacturing Co. (3M Co.); 25Aug63; KK182120.

More creative gift wrapping from Sasheen. (In Notion & novelty review, July 1963, p.33-34) © (3M) Minnesota Mining & Manufacturing Co.; 25Jun63; KK182072.

More customer appeal from Sasheen. (In Department store economist, Mar. 1963, p.107-108) © (3M) Minnesota Mining & Manufacturing Co.; 28Feb63; KK182069.

More prestige, and profits, from Sasheen. (In Department store journal, Apr. 1963, p.11-12) © (3M) Minnesota Mining & Manufacturing Co.; 31Mar63; KK182074.

New, a tape reel that threads itself, even in the dark. (In Saturday review, Sept. 14, 1963, p.55) © 14Sep63; KK181686.

New comfort & protection for men-at-work; 3M blenderm surgical tape no.1525. (In Journal of occupational medicine, July 1963, p.17a) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 1Jul63; KK182172.

New, Scotch brand recording tape loves to play, and play and play. (In Nation's schools, Sept. 1963, p.61) © 20Aug63; KK181690.

New shape of safety, new shape of comfort; 3M brand Aseptex surgical mask no.1800. (In Hospital topics, Aug. 1963, p.86) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 25Jul63; KK182484.

New spray lining protects ovens; Scotch brand oven liner. (In The Saturday evening post, Nov. 14, 1964, p.T1) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 10Nov64; KK184340.

New, this tape reel threads itself; this tape deal sells itself. (In Discount store news, Sept. 9, 1963, p.16-17) © 9Sep63; KK181687.

New, this tape reel threads itself; this tape deal sells itself. (In Photo dealer, Sept. 1963, p.62-63) © 1Sep63; KK181688.

Non-stop rain protection by Gordon & Ferguson & Dan River; Scotchgard rain & stain repeller. (In The New Yorker, Oct. 13, 1962, p.171) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 10Oct62; KK184244.

Non-stop rain protection by Plymouth Rainwear & Mooresville; Scotchgard rain & stain repeller. (In Sports illustrated, Oct. 1, 1962, p.69) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 27Sep62; KK184086.

Non-stop rain protection by Rainfair & Reeves; Scotchgard rain & stain repeller. (In The New Yorker, Sept. 29, 1962, p.101) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 25Sep62; KK184246.

Now, practical skin closure without stitches. Steri-Strip skin closures. (In Aorn journal, Jan.-Feb. 1963, p.74) © (3M) Minnesota Mining & Manufacturing Co.; 15Jan63; KK182071.

Now you can use your silver more, keep it proudly on display instead of hidden away; new Tarni-shield keeps silver shining up to six times longer than ordinary polish.

(In The American home, Nov. 1964, p.90) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 22Oct64; KK183886.

Only Scotchgard stain repeller protects all upholstery fabrics ... invisibly. (In Home furnishings daily, Apr. 20, 1964, p.25) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 20Apr64; KK184051.

Scotch magnetic tape comes through head heat unscathed. (In Electronic engineers master catalog, 1963-64, p.1453) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 1May63; KK181619.

Self-adhering 3M brand Steri-Drape surgical drapes immobilize skin pathogens at the operative site. (In Hospital topics, May 1964, p.93-96) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 25Apr64; KK182483.

Smile, you won't have to polish it again for a year; Tarni-Shield. (In Ladies' home journal, Nov. 1963, p.T1) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 29Oct63; KK182248.

Some sofas don't need the protection of Scotchgard stain, most do. (In Home furnishings daily, Apr. 17, 1964, p.13) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 17Apr64; KK184050.

Special offer for tape storage; new storette tape rack. (In School product news, June 1963, p.11) © Minnesota Mining & Manufacturing Co. (3M Co.); 5May63; KK181856.

Stretchable, impermeable, transparent, chemically inert 3M brand Blenderm, the new tape for occlusive dressing therapy. (In Archives of dermatology, July 1963, p.28) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 25Jun63; KK182498.

This fabric will look new longer ... durably protected with Scotchgard stain repeller. Slip. © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 5Mar64; KK181613.

This is the year of the V.I.P. and here's very important package no.2; new Sasheen star bow maker. (In Department store journal, Aug. 1964, p.3) © 26Jul64; KK183502.

3 magic tricks to curl your hair; Scotch magic mending tape. (In Ingenue, June 1964, p.4-5) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 5May64; KK182374.

To cover the wear, add flair, fix a tear ... try this. Scotch plastic tape. (In Life, July 26, 1963, p.R5) © 22Jul63; KK182076.

To stop a drip, get a grip ... try this. Scotch plastic tape. (In Life, June 28, 1963, p.R1) © 24Jun64; KK182075.

We did all these Christmas things with the invisible tape; see? (In McCall's, December 1963, p.152-153) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 19Nov63; KK181618.

When do you wear a 3M cold weather mask? (In Saturday evening post, Dec. 14, 1963, p.T1) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 10Dec63; KK181611.

Who wears a 3M cold weather mask? (In Life, Jan. 3, 1964, p.67) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 30Dec63; KK181617.

Win all the \$50 bills you can tape to a wall in 7 minutes; enter Scotch brand Tape-it-rich sweepstakes. (In TV Guide, Feb. 29, 1964, p.2-3 of cover) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 26Feb64; KK182373.

Win two weeks in London, Paris, Rome; enter the Scotch brand people's choice contest. (In Progressive grocer, Apr. 1964, p.27-28) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 1Apr64; KK181828.

You can't see an air pocket, that's why you should insist on 3M Auto-clave tape. (In Hospital topics, June 1964, p.141) © 3M Co. a.a.d.o. Minnesota Mining & Manufacturing Co.; 25May64; KK182485.

MISSIONARY SISTERS OF OUR LADY OF
AFRICA. ©

Suzanna; Singing Sisters of Our Lady of Africa; Aardvark records, AALP 1347. Record sleeve. © 11Sep64; KK183209.

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Lightnin' laboratory mixers. Folder. (Bulletin B-536) NM: revision. © 14Jul64; KK182464.

MODELL. See MODELL PAWNBROKERS, INC.

MODELL PAWNBROKERS, INC.

Spot cash loans \$100 to \$100,000 on diamonds; loose, mounted, import shipments. Card. Appl. author: Louis Modell. © Modell Pawnbrokers, Inc. (in notice: Modell); 20Jun64; KK182131.

MOHAWK RUBBER CO. ©

Mohawk makes you feel like a young buck again; Ultissimo. (In Life, Apr. 3, 1964, p.R5) Appl. author: Kenneth E. Teason, creative director, Carr Liggett Adv., Inc. © 3Apr64; KK182989.

MOON BOY DRIVE INN RESTAURANTS.

Make hunger a joy, eat with Moon Boy. Appl. author: Howell Chandler Moon. © Moon Boy a.a.d.o. Moon Boy Drive Inn Restaurants; 20Apr64; KK184136.

MOORE (BENJAMIN) & CO. ©

A guide to interior wood finishing; furniture, trim, paneling, floors. Folder. © 30Jul64; KK181926.

MOORE, VIOLET M. ©

Sno Flakes; pop corn cereal. Sheet. © 30Oct64; KK184480.

MOORE BUSINESS FORMS, INC. ©

Engineering your forms system. 1 v. © 15Jun64; KK183602.

MORRELL (JOHN) & CO. ©

Busy mother's outdoor family dinner; Morrell ham. (In McCall's magazine, Sept. 1964, p.147) Appl. author: John W. Shaw Advertising, Inc. © 20Aug64; KK183307.

Save 7¢ on Heinz ketchup with coupon on back of Morrell Pride sliced luncheon meats or Morrell Pride wieners. (In McCall's, Aug. 1964, p.131) Appl. author: John W. Shaw Advertising, Inc. © 24Jul64; KK182622.

Win all-expense World Series trip for two, Morrell World Series sweepstakes; Morrell meats of Memphis. (In Memphis press-scuttler, Aug. 25, 1964, p.19) © 25Aug64; KK183946.

Zip, it's open; Morrell pride sliced bacon in new easy-to-open zip cartons; Morrell meats of Memphis. (In Memphis press-scuttler, Oct. 21, 1964, p.8) © 21Oct64; KK183947.

- MORRIS (J. I.) CO. ©
At your service with finest miniature designs; Morris miniature self-tapping screws. Sheet. © 9Oct64; KK183603.
- MORTONS PRESS, INC. ©
Hague's trademark thesaurus with word computing dials. Folder. Appl. author: Morton Hague. © 1Jul64; KK182270.
- MOTL (L. F.) & SON, INC. ©
Instructions for use of Golfyarder distance gauge. Sheet. Appl. author: L. F. Motl. © 18Apr64; KK184289.
- MOUNT HOPE MACHINERY CO. ©
Mount Hope automatically eliminates bow and skew in all woven fabrics. Sheet. © 18Sep64; KK184756.
Vari-Bow units increase sheet trim at Flintkote San Leandro plant. Sheet. © 5Oct64; KK184755.
Web control news; how to eliminate the need for scutchers and beaters and increase efficiency with minimum space. Sheet. © 15Oct64; KK184757.
Web control news; six Mount Hope curved rolls increased sheet width, increased speed, improved felt operation at Flintkote. Sheet. © 15Sep64; KK184754.
- MUELLER (C. F.) CO. ©
Italian style, enriched Lasagne; 1 lb. net wt. On folding carton. © 24Sep64; KK183229.
- MULTI STATE INDUSTRIES, INC. ©
Bobbing dog; Waggy, no.620; Furry, no.621. (Furry and Waggy bobbing dogs) On folding carton. © 1Jun64; KK182988.
- MUSHROOM SUPPLY CO. ©
Home-Gro mushroom garden; ready to grow, just add water. On folding carton. © 20Nov64; KK184355.
- N**
- NAAS FOODS, INC. ©
Sauce Arturo with mushrooms, delicious with spaghetti, seafood, meats; net contents 8 oz. avoirdupois, metric equiv. 227 grams. Sticker. © 15Aug64; KK184816.
- NABISCO. ©
Best sellers; with Nabisco you have a line on America's best-selling cookies and crackers. (In Chain store age, May 1964, p.20) Appl. author: McCann-Erickson, Inc. © 25Apr64; KK181417.
Best sellers; with Nabisco you have a line on America's best selling cookies and crackers. (In Grocery bulletin, May 8, 1964, p.14) Appl. author: McCann-Erickson, Inc. © 10May64; KK183073.
Cheese in cans? Snack Mate. (In Life, Nov. 13, 1964, p.R3) Appl. author: McCann-Erickson, Inc. © 9Nov64; KK184497.
Chewza cookie game. (In McCall's, Sept. 1964, p.44-45) Appl. author: McCann-Erickson, Inc. © 21Aug64; KK182577.
Chocolatey goodness all around, and under, and over, or striped on luscious Nabisco cookies. (In Life, Feb. 7, 1964) Appl. author: McCann-Erickson, Inc. © 3Feb64; KK182576.
Cookies and crackers turn into cash faster; the records prove it. (In Progressive grocer, May 1964, p.22) Appl. author: McCann-Erickson, Inc. © 1May64; KK181415.
Fun house plan; cut along dotted line for sweet treats with Nabisco cookies. (In Life, Mar. 6, 1964) Appl. author: McCann-Erickson, Inc. © 2Mar64; KK182579.
Italian meatballs; Warm Welcome crackers. (In McCall's, Oct. 1964, p.79) Appl. author: McCann-Erickson, Inc. © 22Sep64; KK184494.
Looking for something with more appetite appeal than these award winning packs? Pecan drop cookies. (In Variety store merchandiser, Nov. 1964, p.29) Appl. author: McCann-Erickson, Inc. © 2Nov64; KK184498.
M-m-m-m from Nabisco, 5 chocolatey cookies; pure chocolate. (In American home, winter 1964) Appl. author: McCann-Erickson, Inc. © 6Jan64; KK182580.
Nabisco is cash in your register; fastest movers in the industry. (In IGA grocergram, May 1964, p.1) Appl. author: McCann-Erickson, Inc. © 1May64; KK181416.
Nabisco vanilla wafers taste richer, more delicious because we shell out more eggs. (In The Progressive farmer, Apr. 1964) Appl. author: McCann-Erickson, Inc. © 16Mar64; KK183074.
Outdoor open house with summer coolers and Nabisco snack crackers. (In Life, July 3, 1964) Appl. author: McCann-Erickson, Inc. © 29Jun64; KK182574.
Premium saltines keep a tight ship; the reclosable moisture-proof stack pack keeps Premium saltines crisp to the very last cracker. (In Life, Apr. 10, 1964) Appl. author: McCann-Erickson, Inc. © 7Apr64; KK181419.
The reclosable moisture proof stack pack keeps Premium saltines crisp to the very last cracker. (In Life, Sept. 18, 1964) Appl. author: McCann-Erickson, Inc. © 15Sep64; KK184495.
Rich chocolate-y toppings, beautiful; fluffy, creamy marshmallows. Fancy grahams. (In McCall's, Nov. 1964, p.54-55) Appl. author: McCann-Erickson, Inc. © 22Oct64; KK184496.
See the cuplet, it is full. (In American home) Appl. author: McCann-Erickson, Inc. © 7Jul64; KK182575.
What's so good about setting up a Nabisco cookie department? (In Variety store merchandiser, July 1964, p.8) Appl. author: McCann-Erickson, Inc. © 1Jul64; KK183072.
- NAGLE, JOSEPH L. ©
Apasco, inventory control system; ordering cycle record. Card. © 30Jun64; KK183173.
- NAGLER MANUFACTURING CORP. ©
Clothespin bag; no.501. On bag. Appl. author: Henry Nagler. © 30Sep64; KK184212.
Laundry bag utility. On bag. Appl. author: Henry Nagler. © 23Sep64; KK183044.
Queen size clothespin bag. Folder. Appl. author: Henry Nagler. © 30Sep64; KK184211.
- NALLEY'S, INC. ©
New, meat ball stew; net weight 15 oz. On wrapper. Appl. author: Dellivan R. Nelson. © 26Jun64; KK181902.
- NASH, R. MURRAY.
The soul of a child. See DO-RA-ME RECORDS, INC.
- NASH ENGINEERING CO.' ©
A new long-life, low-cost vacuum pump the Nash MDF-15. Sheet. (Bulletin no.428-A) Appl. author: Joe L. Hylton. © 30Oct64; KK183808.
- NATIONAL BANK OF COMMERCE IN NEW ORLEANS. ©
NBC auto loans. (In The Times-picayune, Sept. 11, 1964, section 1, p.9) Appl. author: Knox Reeves-Fitzgerald Advertising. © 11Sep64; KK183127.
NBC savings; saving for a \$500 emergency fund. (In New Orleans states-item, Oct. 19, 1964, p.3) Appl. author: Knox Reeves-Fitzgerald Advertising. © 19Oct64; KK183556.
NBC serves business. (In The Times-picayune, Sept. 20, 1964, section 7, p.3) Appl. author: Knox Reeves-Fitzgerald Advertising. © 20Sep64; KK183117.
- NATIONAL BISCUIT CO. ©
Any soup that's in the tureen tastes best with Nabisco; Waverly Wafers. (In Cooking for profit, Dec. 1964, p.2 of cover) Appl. author: Needham & Grohmann, Inc. © 25Nov64; KK184526.
Consomme, a clear case for Nabisco; saltine Premium crackers. (In Drive-in management, Nov. 1964, p.8) Appl. author: Needham & Grohmann, Inc. © 30Oct64; KK184364.
18, yes - 19, no; spoon size shredded wheat. (In Life, June 12, 1964, p.65) © 8Jun64; KK181861.
For the flavor that makes friends with a meal or on the move, it's Nabisco. (In Institutions magazine, Dec. 1964, p.20-21) Appl. author: Needham & Grohmann, Inc. © 1Dec64; KK184490.
Nabisco bakes 46 varieties of cookies and crackers just for you. (In Implant food management, Oct. 1964, p.43-50) Appl. author: Needham & Grohmann, Inc. © 25Sep64; KK183417.
New from Nabisco, Nab cream filled Merri Rolls. (In American automatic merchandiser, Sept. 1964, p.55) Appl. author: Needham & Grohmann, Inc. © 15Sep64; KK183312.
New Nab from Nabisco, the delicious flavor of toasted coconut in Coconut Creme Sandwiches. (In Vend, Oct. 1, 1964, p.42) Appl. author: Needham & Grohmann, Inc. © 1Oct64; KK183398.
What's in it for you? Cheese peanut butter sandwiches. (In American automatic merchandiser, Sept. 1964, p.2 of cover) Appl. author: Needham & Grohmann, Inc. © 15Sep64; KK183313.
What's in the bag for you? Profit. Nabisco salted peanuts. (In American automatic merchandiser, Oct. 1964, p.2 of cover) Appl. author: Needham & Grohmann, Inc. © 15Oct64; KK184363.
What's the inside story? Nabisco cheese on rye sandwich. (In American automatic merchandiser, Nov. 1964, p.2 of cover) Appl. author: Needham & Grohmann, Inc. © 15Nov64; KK184365.
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National Bohemian light beer; 12 fl. oz. Sticker. © 11Nov64; KK184318.

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Bonanza jigsaw puzzle, over 600 interlocking pieces, for ages 10 to adult. No.4426-1. M. Bradley Co. On wrapper. © 7Feb64; KK183895.

On the trail. (Bonanza puzzle) 4828-X1. Sheet. Appl. author: Milton Bradley Co. © 7Feb64; KK184159.

Showdown. (Bonanza puzzle) 4828-X2. Sheet. Appl. author: Milton Bradley Co. © 7Feb64; KK184162.

NATIONAL CASEIN CO. ©

Gluing guide for woodworking. Folder. © 1Jun64; KK183309.

NATIONAL DAIRY PRODUCTS CORP. ©

Checkerboard; vanilla ice cream, orange sherbet; one half gallon liquid. On folding carton. Appl. author: KVP Sutherland Paper Co. © 6Aug64; KK182557.

Vanilla ice cream, raspberry sherbet checkerboard; Sealtest; one half gallon liquid. On folding carton. Appl. author: KVP Sutherland Paper Co. © 9Oct64; KK183866.

NATIONAL ELECTRONICS CONFERENCE, INC. ©

Speaker's guide to NEC. 1 v. Appl. author: Robert M. Janowiak. © 18May64; KK183129.

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Kodak Kodachrome II 8 mm. movie film including processing. On 5 cards. Appl. author: Donald W. Becker. © 15Jul64; KK183058.

Kodak Kodachrome II 135-20 exp. film including processing. On 3 cards. Appl. author: Donald W. Becker. © 15Jul64; KK183056.

Kodak Kodacolor 620 film including processing; Verichrome pan 126 film including processing. (Kodacolor and Verichrome pan film) On 17 cards. © Appl. author: Donald W. Becker. © 15Jul64; KK183057.

NATIONAL HEALTH & LIFE INSURANCE CO. ©

Something new from our accident division. Sheet. © 1May64; KK181628.

NATIONAL INSTITUTE OF DIAPER SERVICES. ©

The wonder of your baby's skin. 1 v. Appl. author: Ruth Perry Schumann. © 19May64; KK181991.

NATIONAL INSURANCE PLANS, INC. ©

Testamentary Life, the newest in insurance for the oldest of needs. 11 p. © 9Jun62; KK183397.

NATIONWIDE HOME MARKETING.

How we help to sell your home. Folder. (Form 0054) © Nationwide Home Marketing a.a.d.o. Nationwide Franchise Marketing, Inc.; 16Apr64; KK182766.

Nothing is so powerful as an idea whose time has come. Folder. (Form 0060) © Nationwide Home Marketing a.a.d.o. Nationwide Franchise Marketing, Inc.; 16Apr64; KK182765.

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Nu-Gard automatic transmission rejuvenator. Contents 6 fluid ounces. On bottle. © 29Jul64; KK181890.

NELSON, JIMMY.

Jimmy Nelson's Instant vetriiloquism. JURO NOVELTY CO., INC.

NEMS ENTERPRISES, LTD. ©

The Beatles Flip your wig game, for ages 7 to 15. No.4404. M. Bradley Co. On wrapper. © 18Mar64; KK183898.

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Sub-Do filter; no.4488 for 3 1/2 to 5 1/2 gal aquariums. On folding carton. © 10Sep64; KK184028.

NESS, JOSEPH D. ©

Hi-lights & Hi-Balls; chronology of events in September in sports. (In The Long Island Graphic press, Freeport, N. Y.) © 17Sep64; KK182717.

NEVCO WOOD PRODUCTS CO., INC.

All purpose kitchen scoop, chrome plated; 713/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1Jul64; KK181943.

Antique tile trivet; no.133 SH. Card. © Nevco a.a.d.o. Nevco Wood Prod. Co., Inc.; 28Dec63; KK183190.

Apple slicer; 192/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 13Jul64; KK182445.

Carving set; no.1204/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Nov64; KK184448.

Chop 'n slice; 1096/SK. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Nov64; KK184440.

Coat & hat hooks; 474/SK. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Nov64; KK184454.

Colonial egg timer; 1017/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 4Sep64; KK183154.

Colonial serving set; 1089/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 4Sep64 (in notice: 1963); KK183149.

Corn holder set; no.71/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Nov64; KK184443.

Cradle claw serving tongs; 708/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1Jul64; KK181944.

Danish salad set; no.1224/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Nov64; KK184437.

Decorated cheese board; 1016/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 4Sep64; KK183158.

Do-all, your handiest kitchen tool; no.117/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Nov64; KK184445.

Egg wedger; 172/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 4Sep64; KK183159.

An elegant serving set; 1088/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 4Sep64 (in notice: 1963); KK183150.

Four piece scoop set; 162/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 4Sep64; KK183156.

Good morning breakfast caddy; 1282/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Nov64; KK184456.

Grapefruit spoons; 714/2/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Nov64; KK184441.

Grip-well, the all purpose tong and server; no.1126/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Nov64; KK184439.

Gourmet pepper mill set; 964/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Nov64; KK184457.

Hardwood cheeseboard; no.184 SH. Card. © Nevco a.a.d.o. Nevco Wood Prod. Co., Inc.; 28Dec63; KK183191.

Hot dish gripper; no.1209/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Nov64; KK184447.

Ice cream scoop, cast aluminum; 722/SK. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1Jul64; KK181945.

Ice cream spoons; 1124/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 4Sep64; KK183469.

Ice cube crusher; 1102/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 4Sep64; KK183151.

Kitchen spade, one-piece, rust-proof, aluminum; 1068/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 13Jul64; KK181947.

Long spoon set for tail drinks; 716/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 4Sep64; KK183155.

Meat and poultry thermometer; no.109/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Nov64; KK184452.

Meat cleaver; no.1202/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Nov64; KK184449.

Meatball press; 944/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 4Sep64; KK183152.

Pick 'n serve fork, all rust-proof stainless steel; 1104/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 13Jul64; KK181948.

Revolving tie rack; no.128/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Nov64; KK184442.

Salad set, stainless steel; 1082/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 4Sep64; KK183468.

Salad set, with ceramic handles; 262/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 1Jul64; KK181942.

Salt and pepper caddy; 1077/SHR. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Nov64; KK184453.

Salt & pepper shakers, satin walnut finish, clog-proof, non spill, flip top; 1071/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 13Jul64; KK181946.

Serv-a-tong, all stainless steel construction; 1177/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 13Jul64; KK181949.

Serving tongs; rust-proof stainless steel; 1179/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 13Jul64; KK181941.

Set of 3 mosaic coasters; 1058/3-BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Nov64; KK184458.

Set of 4 cork and wood coasters; no.986/4-BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Nov64; KK184455.

Slice-Ease; no.193/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Nov64; KK184451.

Slicer and chopper; 1120/SK. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Nov64; KK184438.

Snack server; 1018/SH. Card. © Nevco a.a.d.o. Nevco Wood Prod. Co., Inc.; 28Dec63; KK183192.

Steak knives; 1150/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 4Sep64; KK183157.

Steak tenderizer with lacquered wood handle, chrome plated; 1136/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 4Sep64; KK183750.

3 minute timer; 1199/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Nov64; KK184444.

Universal spoon; no.1080/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Nov64; KK184450.

Utility fork; no.1125/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 6Nov64; KK184446.

Utility scoop; 710/BL. Card. © Nevco a.a.d.o. Nevco Wood Products Co., Inc.; 4Sep64; KK183153.

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Dial for gifts. Sheet. Appl. author: Charles J. Collova. © 19Oct64; KK184238.

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Bus Travel game; 4442-X. Sheet. Appl. author: Milton Bradley Co. © 23Apr64; KK184161.

Greyhound at the Fair; no.3. 4434-X3. Sheet. Appl. author: Milton Bradley Co. © 3Feb64; KK184157.

Greyhound at the Fair; 4435-X3. Sheet. (Milton Bradley key to fun and learning) Appl. author: Milton Bradley Co. © 3Feb64; KK184141.

Greyhound Bus Travel game. No.4442. [By] Milton Bradley Co. On wrapper. © 23Apr64; KK184632.

New York World's Fair; scene 1. 4434-X1. Sheet. Appl. author: Milton Bradley Co. © 3Feb64; KK184160.

New York World's Fair; scene 1. 4435-X1. Sheet. (Milton Bradley key to fun and learning) Appl. author: Milton Bradley Co. © 3Feb64; KK184154.

New York World's Fair; scene 2. 4434-X2. Sheet. Appl. author: Milton Bradley Co. © 3Feb64; KK184158.

New York World's Fair; scene 2. 4435-X2. Sheet. (Milton Bradley key to fun and learning) Appl. author: Milton Bradley Co. © 3Feb64; KK184140.

The official New York World's Fair 1964-1965 children's puzzles. No.4434. [By] Milton Bradley Co. On wrapper. © 11Feb64; KK184630.

The official New York World's Fair 1964-1965 children's puzzles. No.4446. [By] Milton Bradley Co. On wrapper. © 3Feb64; KK184620.

Vatican Pavilion; 4435-X4. Sheet. (Milton Bradley key to fun and learning) Appl. author: Milton Bradley Co. © 3Feb64; KK184142.

NIBCO, INC. ©

This gate valve outlasts two; Block Valve. (In Power, July 1964, p.138-139) Appl. author: Juhl Advertising Agency, Inc. © 28Jun64; KK182986.

NO-I-NO PRODUCTS.

Green onion tops seasoning & garnish; net weight 1 oz. On wrapper. © Frank K. Oshita & Roland R. Hutchings d.b.a. No-I-No Products; 9Oct64; KK183647.

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Plate placer for fast, simple insertion of tie plates in tie renewal gangs. Sheet. (Bulletin 333) © 19May64; KK181989.

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Get ready for Norelco's fall kickoff; an outstanding line; powerful line-backers, and free footballs for your customers. (In Home furnishings daily, July 23, 1964, p.13) © 23Jul64; KK181936.

Look who's on Norelco's team this season; the Green Bay Packers. (In Home furnishings daily, Sept. 10, 1964, p.17) © 10Sep64; KK182863.

New from Norelco, new Norelco flip-top speedshaver 20. (In Home furnishings daily, July 14, 1964, p.34-35) © 14Jul64; KK181752.

New, Lady Norelco professional home hair dryer dries hair fast, is quieter, more comfortable than any other home hair dryer on the market. (In HairDo, Oct. 1964, p.1) © 22Sep64; KK183098.

Norelco suggests five good answers when your husband asks: what would you like for Christmas, dear? (In Esquire, Dec. 1964, p.70-71) © 14Nov64; KK184807.

Why the Green Bay Packers recommend the Norelco Comfort Shave. (In Esquire, Oct. 1964, p.19) © 17Sep64; KK183046.

NORTHERN FRUIT CO., INC. ©

Blue T fruits; Washington State cherries. On folding carton. © 4Aug63; KK181930.

NORTHERN PRODUCTS DIVISION.

Aqua Northern, 650 sheets tissue, size 4 1/2 x 4 1/2. On wrapper. Appl. author: Young & Rubicam, Inc. © Northern Products Division, a Marathon division of American Can Co.; 3Feb64; KK181894.

Lavender Northern, 650 sheets tissue, size 4 1/2 x 4 1/2. On wrapper. Appl. author: Young & Rubicam, Inc. © Northern Products Division, a Marathon division of American Can Co.; 3Feb64; KK181896.

Pink Northern, 650 sheets tissue, size 4 1/2 x 4 1/2. On wrapper. Appl. author: Young & Rubicam, Inc. © Northern Products Division, a Marathon division of American Can Co.; 3Feb64; KK181895.

White Northern, 650 sheets tissue, size 4 1/2 x 4 1/2. On wrapper. Appl. author: Young & Rubicam, Inc. © Northern Products Division, a Marathon division of American Can Co.; 3Feb64; KK181897.

Yellow Northern, 650 sheets tissue, size 4 1/2 x 4 1/2. On wrapper. Appl. author: Young & Rubicam, Inc. © Northern Products Division, a Marathon division of American Can Co.; 3Feb64; KK181893.

NORTHLAND FOODS, INC. ©

Wilderness apple fruit filling; 58% fewer calories than our regular pack. Net wt. 1 lb. 4 oz. On wrapper. © 16Jun64; KK182805.

Wilderness blueberry cream pie; net wt. 1 lb. 1 oz. On folding carton. © 9Oct64; KK183520.

Wilderness blueberry fruit filling; 65% fewer calories than our regular pack. Net wt. 1 lb. 4 oz. On wrapper. © 16Jun64; KK182806.

Wilderness cherry cream cake; net wt. 1 lb. 6 1/2 oz. On folding carton. © 9Oct64; KK183523.

Wilderness cherry cream pie; net wt. 1 lb. 1 oz. On folding carton. © 9Oct64; KK183518.

Wilderness cherry fruit filling; 67% fewer calories than our regular pack. Net wt. 1 lb. 4 oz. On wrapper. © 16Jun64; KK182803.

Wilderness chocolate cream cake; net wt. 13 1/2 oz. On folding carton. © 9Oct64; KK183521.

Wilderness chocolate cream pie; net wt. 8 oz. On folding carton. © 9Oct64; KK183522.

Wilderness peach fruit filling; 66% fewer calories than our regular pack. Net wt. 1 lb. 4 oz. On wrapper. © 16Jun64; KK182804.

Wilderness strawberry cream pie; net wt. 1 lb. 1 oz. On folding carton. © 9Oct64; KK183519.

NORTHWEST PAPER CO. ©

Mourtie and mountain man with string of mules. Folder. Illus. signed: A. Friberg. © 23Oct64; KK183833.

Mountie leading string of packhorses past waterfall; this memo pad features Carlton bond; September 1964. Illus. signed: A. Friberg. © 26Aug64; KK182573.

NORWICH PHARMACAL CO. ©

Jeneen, premeasured liquid douche; 12 paks. Folder. © 23Oct64; KK184746.

Jeneen, the entirely new kind of douche. 1 v. © 23Oct64; KK184745.

NOXZEMA CHEMICAL CO. ©

Co-ed cover girl contest winner says; With Cover Girl make-up I always look my best, it's wonderful; new Cover Girl make-up hides blemishes instantly as it helps heal. [Photo

- NOXZEMA CHEMICAL CO.-Con.
Co-ed cover girl contest winner.-Con.
of Carolee Corbitt] (In Co-ed,
Sept. 1963, p.4 of cover) Appl.
author: Sullivan, Stauffer, Colwell
& Bayles, Inc. © 20Aug63; KK183865.
- NU-WIPE, INC. ©
Anti-static wipe eliminates static on
records, plastics. Folder.
© 7Aug64; KK182151.
Dust 'n wax; picks up dust and holds
it. Folder. © 7Aug64; KK182148.
Glass cleaner makes windows & mirrors
sparkle. Folder. © 7Aug64;
KK182150.
Household dusters, for the finest
resin treated fibre. Folder.
© 7Aug64; KK182149.
- NO.1 HAIR SPRAY.
No.1 Hair Spray for men; net wt.
7 oz. av. Sticker. © Wilfred B.
Joseph d.b.a. No.1 Hair Spray;
14Aug64; KK18485.
- OB MOTOR HANDLE CO. See OUTBOARD
MOTOR HANDLE CO.
- O. Z. ELECTRICAL MANUFACTURING CO.,
INC. ©
O. Z. has a fitting answer. (In
Consulting engineer, Aug. 1962,
p.48-49) © 1Aug62; KK181620.
Potheads any size, any shape, any
number of conductors; O. Z. makes
them all. (In Electrical world,
June 1, 1964, p.69-70) © 1Jun64;
KK182525.
SSP split couplings approved concrete
tight. (In Electrical south, Aug.
1964, p.39) © 1Aug64; KK183096.
6 sizes now replace 55; it's O. Z.'s
new combination parallel gutter
tap and cover. (In Electrical
south, Sept. 1964, p.47) © 1Sep64;
KK183097.
- OCTANE OIL CO., INC. ©
10-30 motor oil; net contents 1 liquid
U. S. quart. Wrapper. © 23Nov64;
KK184741.
- ODDO, JERRY. ©
Tune and time, save the cost of buying
a metronome. Record sleeve.
© 20Sep61; KK184815.
- OGILVIE, ©
If you can comb your own hair you can
be beautiful with Coloratura, the
new permanent hair color creme.
(In Life, Oct. 2, 1964, p.R2)
© 28Sep64; KK183216.
There are all kinds of home perma-
nents, which should I choose?
(In Glamour, Aug. 1964, p.52)
© 20Jul64; KK182188.
With all the new hair styles, how do
you choose the right home permanent?
(In Mademoiselle, Oct. 1964, p.39)
© 29Sep64; KK183160.
- OHIO NUT & BOLT CO. ©
One Ohio TP nut actually replaces two
or even three ordinary nuts.
Sheet. Appl. author: John T.
Doherty. © 10Oct64; KK183321.
- OHRBACH'S, INC. ©
From now on, any friend of McCall's
is a friend of ours. (In The
New York times, May 24, 1964, p.53)
Appl. author: Doyle Dane Bernbach,
Inc. © 24May64; KK181339.
How to campaign for a new coat. (In
The New York times, Nov. 1, 1964,
p.53) Appl. author: Doyle Dane
Bernbach, Inc. © 1Nov64; KK184084.
- I consider school a rewarding experi-
ence for which every boy and girl
should be grateful; we get all types
at Ohrbach's school shops. (In The
New York times, Aug. 23, 1964, p.53)
Appl. author: Doyle Dane Bernbach,
Inc. © 23Aug64; KK183034.
No daughter of mine needs Ohrbach's
college shops. (In The New York
times, Aug. 16, 1964, p.53)
Appl. author: Doyle Dane Bernbach,
Inc. © 16Aug64; KK183092.
Today, tonight, tomorrow; get fabu-
lous buys for the family. (In
Newark evening news, Oct. 16, 1964,
p.13) Appl. author: Doyle Dane
Bernbach, Inc. © 16Oct64; KK183624.
Tomorrow you'll need all the help
you can get. (In Newark evening
news, Oct. 13, 1964, p.25) Appl.
author: Doyle Dane Bernbach, Inc.
© 13Oct64; KK183375.
Would we do it? We did it! Ohrbach's-
New York has opened a new shop with
a fabulous collection of fine
jewelry. (In The New York times,
Nov. 6, 1964, p.14) Appl. author:
Doyle Dane Bernbach, Inc. © 6Nov64;
KK184512.
Would you do it? (In Newark Sunday
news, Oct. 4, 1964, p.39) Appl.
author: Doyle Dane Bernbach, Inc.
© 4Oct64; KK183376.
Would you do it? [Windscot hat]
(In Newark Sunday news, Sept. 27,
1964, p.31) Appl. author: Doyle
Dane Bernbach, Inc. © 27Sep64;
KK183377.
Would you do it? [Woman smoking pipe]
(In Newark evening news, Sept. 9,
1964, p.16) Appl. author: Doyle
Dane Bernbach, Inc. © 9Sep64;
KK183314.
You don't have to be a worry wart;
it's easy to get a gift for mom at
Ohrbach's. (In New York world-
telegram and Sun, April 29, 1964,
p.11) Appl. author: Doyle Dane
Bernbach, Inc. © 29Apr64; KK181337.
- OKLAHOMA GENERAL PRODUCTS, INC. ©
Sparge, the complete feminine hygiene
kit. Card. © 15Jun64; KK182423.
Sparge, the complete feminine hygiene
kit. Slip. © 15Jun64; KK181898.
- OLD COLONY GAS & OIL CO. ©
Head in sand, see nothing, say nothing
hear nothing. (In North Minneapolis
post, Dec. 16, 1964, p.8)
© 16Dec64; KK184728.
The lion and the cubs; genuine Ethyl
gas, Old Colony gasoline. (In
North Minneapolis post, Sept. 9,
1964, p.4) © 9Sep64; KK182841.
The storm has blown over and good
times ahead. (In North Minneapolis
post, Nov. 18, 1964, p.9)
© 18Nov64; KK184209.
- OLGA CO. ©
Behind every Olga, there really is an
Olga. [Side front view of female &
model in panti-girdle] (In Playbill,
June 1964, p.8) Appl. author: Mary
Jane Thompson. © 1Jun64; KK183031.
Behind every Olga, there really is
an Olga; put on Suddenly Slim.
[Woman & model in panti-girdle]
(In Glamour, Sept. 1964, p.115)
Appl. author: Mary Jane Thompson.
© 20Aug64; KK182969.
Behind every Olga there really is
an Olga; put on Suddenly Slim;
long-leg panty. (In Glamour,
Oct. 1964, p.59) Appl. author:
Mary Jane Thompson. © 20Sep64;
KK184035.
- Behind every Olga, there really is an
Olga; Suddenly Slim. (In Vogue,
Apr. 1, 1964, p.71) Appl. author:
Mary Jane Thompson. © 1Apr64;
KK182618.
Behind every Olga there really is an
Olga; Suddenly Slim by Olga, first
lady of under-fashions. (In Vogue,
Sept. 1, 1964, p.117) Appl. author:
Mary Jane Thompson. © 1Sep64;
KK182680.
Fall fashion news & figure secrets by
Olga, first lady of under-fashions;
Panti-slip, Young Secret bra. (In
Seventeen, Oct. 1964, p.63) Appl.
author: Mary Jane Thompson.
© 24Sep64; KK184036.
Holiday fashions & gift ideas, by
Olga, first lady of under fashions;
Short-ee panti-slip. (In Seventeen,
Dec. 1964, p.18) Appl. author:
Mary Jane Thompson. © 26Nov64;
KK184796.
Let's fashion your figure, by Olga,
first lady of under-fashions.
(In Glamour, Aug. 1964, p.61)
Appl. author: Mary Jane Thompson.
© 20Jul64; KK182846.
Let's fashion your figure, by Olga,
first lady of under-fashions.
(In Seventeen, Aug. 1964, p.100)
Appl. author: Mary Jane Thompson.
© 30Jul64; KK182847.
Let's fashion your figure, by Olga,
first lady of under fashions.
Bra, panti-slip, girdle. (In
Seventeen, Apr. 1964, p.212)
Appl. author: Mary Jane Thompson.
© 26Mar64; KK184081.
Let's fashion your figure; Tumm-ee-
brief. (In Seventeen, June 1964,
p.87) Appl. author: Mary Jane
Thompson. © 28May64; KK182619.
- ONDEK, V. C.
Bean character. See HARBAUGH, C. W.
Beverage character. See HARBAUGH,
C. W.
Cigar character. See HARBAUGH,
C. W.
Pickle character. See HARBAUGH,
C. W.
Policy scroll characters. See
HARBAUGH, C. W.
Prune character. See HARBAUGH, C. W.
Spoon characters. See HARBAUGH,
C. W.
Tissue roll characters. See
HARBAUGH, C. W.
- ORCHARD HILL FARMS CANDY CO. ©
Orchard Tree dairy butter chips; net
wt. 7 ozs. On bag. © 18May64;
KK181501.
Orchard Tree merry mix hard candies,
10 fruit & spice flavors; 1 lb.
net weight avoird. On can.
© 18May64; KK182068.
- ORIGINAL TOY CORP. ©
Original Candy Cane Carrousel; re-
volving wardrobe. On folding
carton. © 10Jul64; KK182125.
- OSBORN.
The Manufacturing engineer as seen
by the ad manager. See TOOL &
MANUFACTURING ENGINEER.
The manufacturing engineer as seen
by the marketing director. See
TOOL & MANUFACTURING ENGINEER.
The manufacturing engineer as seen
by the Media director. See TOOL &
MANUFACTURING ENGINEER.
- OSHITA, FRANK K. See NO-I-NO PRODUCTS.

P

- OSMENT (E. F.) PAPER CO. ©
Birmingham, Alabama. On cup. Appl.
author: KVP Sutherland Paper Co.
© 10Sep64; KK183109.
- OSTER (JOHN) MANUFACTURING CO. ©
New from Oster for your new premium
program; the elegant Osterizer
Classic VIII with push button
control. (In Premium practice,
Oct. 1964, p.209) © 10Oct64;
KK184291.
- Osterizer spin cookery, give it a
whirl. (In What's new in home
economics, Sept. 1964, p.29-30)
© 1Sep64; KK182839.
- Sign of the Oster professional; how to
stimulate more business. (In
The Master barber & beautician
magazine, June 1964, p.20-21)
© 1Jun64; KK181548.
- 3 new ways to make your profits grow,
introducing the Oster Charmaire
beauty line. (In Modern beauty
shop, July 1964, p.15) © 1Jul64;
KK182179.
- Time to start building bigger profits
with Oster sign of the professional.
(In Masters barbers' bulletin,
Aug. 1964, p.16-17) © 1Aug64;
KK182838.
- OTTENHEIMER PUBLISHERS, INC.
Let's sing foreign language Christmas
songs; CAB 4151. On box.
© 10Oct62; KK183147.
- OUTBOARD MOTOR HANDLE CO.
Outboard extension guide/bar, for new
steering and convenience while
trolling or cruising. (In Spokes-
man-review-fishing guide, Apr. 12,
1964, p.3) © OB Motor Handle Co.
a.a.d.o. Outboard Motor Handle Co.;
12Apr64; KK182109.
- OXFORD PAPER CO. ©
Don't just lie there, sell something.
(In U. S. news & world report,
Mar. 30, 1964, p.106) Appl. au-
thor: Charles W. Hoyt Co., Inc.
NM: revision. © 23Mar64; KK181508.
- Occasionally it pays to be torn apart
by friends; lasting impressions be-
gin with Oxford Papers. (In
Printers' ink, June 26, 1964, p.24)
Appl. author: Charles W. Hoyt
Co., Inc. © 26Jun64; KK182878.
- Occasionally it pays to be torn
apart by friends; lasting impres-
sions begin with Oxford Papers.
(In Printing magazine/National
lithographer, July 1964, p.18)
Appl. author: Charles W. Hoyt
Co., Inc. NM: revisions.
© 1Jul64; KK182883.
- Some annual reports look as though
they'd been printed on the back of
an envelope; lasting impressions
begin with Oxford Papers. (In
Financial world, June 24, 1964,
p.55) Appl. author: Charles W.
Hoyt Co., Inc. © 22Jun64; KK182882.
- Some direct mail campaigns never get
off the ground; lasting impressions
begin with Oxford Papers. (In
Printer's ink, Aug. 21, 1964, p.55)
Appl. author: Charles W. Hoyt
Co., Inc. © 21Aug64; KK182880.
- That's no way to treat your image;
lasting impressions begin with
Oxford Papers. (In Printer's ink,
May 29, 1964, p.214) Appl. author:
Charles W. Hoyt Co., Inc.
© 29May64; KK182881.
- OZON PRODUCTS, INC. ©
Hair colors so gentle, so loving,
do kind to hair and scalp.
(In Modern beauty shop, June 1962,
p.111) © 1Jun62; KK182906.
- P. B., INC. ©
Casual Corner. On bag. © 20Oct64;
KK184242.
- Casual Corner. On bag. © 24Nov64;
KK184486.
- Pink fantasy design. On bag.
© 10Aug64; KK182785.
- PBM CO., INC. See PROFESSIONAL BUILD-
ING MAINTENANCE CO., INC.
- PBS DATA SERVICE CORP. ©
Just a sharp pencil; this is all the
equipment you need to put the auto-
mated PBS payroll system to work
for you. Folder. © 23Oct64;
KK184793.
- PACIFIC HAWAIIAN PRODUCTS CO. ©
I hope you're thinking about Hawaiian
Punch. (In Chain store age,
mid-July 1964, p.46) © 15Jul64;
KK182862.
- Make your own Hawaiian punch, just
add water to Hawaiian Punch base.
(In McCall's, July 1964, p.R-4)
© 22Jun64; KK181399.
- PACIFIC WIRE WORKS CO. ©
Pacific Wire-Grams, by George G.
Altnow.
July 1964. © 1Jul64; KK181577.
- Sept. 1964. © 1Sep64; KK182743.
- Oct. 1964. © 1Oct64; KK183604.
- Nov. 1964. © 1Nov64; KK184060.
- Dec. 1964. © 1Dec64; KK184691.
- PADDOCK OF TEXAS, INC. ©
Color Cool; complete mix. Sheet.
Appl. author: A. L. Eisenman.
© 2Jul64; KK181446.
- PALO ALTO (CALIF.) SAVINGS & LOAN
ASSN. ©
Palo Alto Savings and Loan Associa-
tion. Appl. author: Thomas J.
Faust. © Palo Alto Savings & Loan
Assn.; 1Jul64; KK182424.
- PAPER DIVISION, CHAMPION PAPERS, INC.
See CHAMPION PAPERS, INC. PAPER
DIVISION.
- PARFUMS CORDAY, INC. ©
The fabled fragrance so elusive, it
took a generation to capture;
Possession de Corday. (In Beauty
fashion, July 1964, p.1) © 10Jul64;
KK182812.
- PARKE, DAVIS & CO. ©
Epilepsy can block personal achieve-
ment; Dilantin helps to salvage the
future. Folder. © 20Aug64;
KK184101.
- Epilepsy can breed despair; a stan-
dard in anticonvulsant therapy,
Dilantin. Folder. (PD-D-1926)
© 15Jun64; KK182704.
- Epilepsy can darken his outlook;
Dilantin helps to brighten his
future. Folder. (PD-D-1982)
© 10Aug64; KK182712.
- Epilepsy can jeopardize his liveli-
hood; Dilantin holds out the promise
of regular employment. Folder.
© 28Sep64; KK184103.
- Epilepsy can keep her out of the
classroom; Dilantin helps her
to achieve academic goals. Folder.
© 16Sep64; KK184097.
- Epilepsy can limit educational
opportunities. Folder. (PD-D-1924)
© 3Jun64; KK182698.
- Epilepsy can preclude employment;
Dilantin offers hope for the future.
Folder. (PD-D-1925) © 8May64;
KK182715.
- Epilepsy can undermine self-reliance.
Dilantin helps to restore confidence.
Folder. (PD-D-1931) © 6Jul64;
KK182703.
- Even in the initial cycles, low
incidence of side effects; new
oral contraceptive, Norlestrin.
Folder. (PD-D-1939) © 16Jun64;
KK182713.
- The first picture of a virus causing
infectious hepatitis. (In The
Saturday evening post, Oct. 6,
1962, p.85) Appl. author: Young &
Rubicam, Inc. © 20Oct62; KK184200.
- Focus on cough; a standby in the
control of coughs due to colds or
allergy, Benylin expectorant. Card.
© 23Oct64; KK184092.
- Focus on cough; an effective formula
for relief of coughs due to colds
or allergy, Benylin expectorant.
Card. © 13Oct64; KK184093.
- Focus on cough; for relief of coughs
due to colds or allergy, Benylin
expectorant. Card. © 30Sep64;
KK184100.
- For hard-to-heal surface lesions;
Elaste. Folder. © 5May64;
KK182697.
- In infected surgical wounds, elimi-
nates fibropurulent debris; Elast.
Folder. © 9Sep64; KK184102.
- In vaginitis and cervicitis Elast
eliminates fibropurulent debris.
Folder. (PD-D-1918) © 15May64;
KK182709.
- In severe burns, to promote growth
of healthy tissue; Elast. Folder.
© 12Jun64; KK182696.
- Looking to you for advice; new oral
contraceptive provides patient
comfort and dependability; Norles-
trin. Folder. © 28Aug64;
KK184095.
- Norlestrin; 20 tablets. Folder.
© 15Oct64; KK184750.
- 1 camper with pinworms, 14 candidates
for Povan. Card. (PD-D-1938)
© 26Jun64; KK182702.
- 1 little leaguer with pinworms,
17 candidates for Povan. Card.
(PD-D-1917) © 25Apr64; KK182716.
- 1 student with pinworms, 15 candidates
for Povan. Card. © 22Oct64;
KK184091.
- 1 swimmer with pinworms, 16 candi-
dates for Povan. Card. (PD-D-1949)
© 23Jul64; KK182705.
- Pollens in the grass, alas; Kapseals
Benadryl. Card. (PD-D-1956)
© 30Jun64; KK182701.
- Postsurgically, a step in the right
direction Myadec, high-potency
vitamin formula with minerals.
Card. (PD-D-1921) © 13May64;
KK182706.
- 65 and still a winner with the help
of Eldec Kapseals. Card. © 14Aug64; KK184099.
- 65, and still a winner with the help
of Eldec Kapseals. Card. (PD-D-
1906) © 11May64; KK182708.
- 65, and still on course; Eldec Kap-
seals. Card. (PD-D-1923)
© 5Jun64; KK182699.
- 65 and still rolling along with the
help of Eldec Kapseals. Card.
© 28Oct64; KK184090.
- Springtime traditions; commencement
exercises, and Benadryl for relief
of grass-pollen allergy. Card.
(PD-D-1947) © 2Jun64; KK182714.

PARKE, DAVIS & CO.-Con.

Summertime traditions, the Independence day parade, and Benadryl for relief of grass and weed allergy. Card. (PD-D-1948) © 19Jun64; KK182710.

Summertime traditions; the political convention and Benadryl ... for relief of weed pollen allergy. Card. © 17Jul64; KK184088.

Summertime traditions; the Sunday boat ride and Benadryl ... for relief of grass pollen allergy. Card. © 27Jul64; KK184089.

Trouble in view for the allergic patient; dog's nose. When animal danders bring on an allergic attack, Benadryl relieves the symptoms of vasomotor rhinitis. Folder. (PD-D-1903) © 20Apr64; KK182707.

Trouble in view for the allergic patient; when aids to beauty bring trouble to the surface, Benadryl. Folder. © 25Sep64; KK184098.

Trouble in view for the allergic patient; when dust clouds your patient's day, Benadryl. Folder. © 4Sep64; KK184096.

When illness drains nutritional reserves, a step in the right direction, Myadec, high-potency vitamin formula with minerals. Card. (PD-D-1920) © 24Aug64; KK182711.

Your patients may read about oral contraceptives. Folder. (PD-D-1967) © 30Jun64; KK182700.

Your patients may read about oral contraceptives; Norlestrin. Folder. © 22Sep64; KK184094.

PARKER, DAVID B. ©

Instant Koko Moko, decaffeinated; 4 oz. net wt. Sticker. © 14Jul64; KK182682.

PARKER PEN CO. ©

He owns 510/0 of his company's stock; give him the distinctively new Parker 75, a fountain pen. (In The New Yorker, Nov. 7, 1964, p.171) Appl. author: Leo Burnett Co., Inc. © 5Nov64; KK184166.

His library contains 500 feet of books from Aeschylus to Zeno; give him Parker's stimulating new fountain pen, the Parker 75. (In The New Yorker, Oct. 24, 1964, p.197) Appl. author: Leo Burnett Co., Inc. © 22Oct64; KK183550.

How to gift-shop for five people in five minutes and come out under \$10, give Parker Jotters. (In Life, Dec. 4, 1964, p.25) Appl. author: Leo Burnett Co., Inc. © 30Nov64; KK184523.

How to rate great big grins instead of polite little smiles this Christmas, give a Parker pen. (In Esquire, Nov. 1964, p.53) Appl. author: Leo Burnett Co., Inc. © 17Oct64; KK183888.

What do you give a college dean that will make him feel as important as the football coach? Try Parker's important new fountain pen, the Parker 75. (In The New Yorker, Oct. 31, 1964, p.18) Appl. author: Leo Burnett Co., Inc. © 29Oct64; KK183889.

What do you give a Texas oil man to take his mind off depletion allowances and prorrations? Try him with Parker's uniquely new fountain pen, the Parker 75. (In The New Yorker, Oct. 17, 1964, p.153) Appl. author: Leo Burnett Co., Inc. © 15Oct64; KK183501.

PARMAN-KENDALL CORP. ©

Tropicfresh lemon juice, reconstituted; net contents 32 fl. oz. Sticker. © 24Sep64; KK183747.

Tropicfresh reconstituted lime juice; net contents 8 fl. oz. Sticker. © 24Sep64; KK183746.

PATENT SCAFFOLDING CO.

Aluminum ladders for every purpose.

Folder. (Bulletin L-101) Appl. author: O. H. Junggren. © Patent Scaffolding Co., division of Harsco Corp.; 10May64; KK184753.

PS Co. ladders and scaffolds. Folder. (Bulletin G217) Appl. author: deGarmo, Inc. © Patent Scaffolding Co., division of Harsco Corp.; 6Aug64; KK182901.

PATENT SCAFFOLDING CO., HARSCO CORP.

See HARSCO CORP. PATENT SCAFFOLDING CO.

PAULA'S PANTRY.

Pachetti with delices dressing; net wt. 20 oz. Sticker. © Paula Schrag d.b.a. Paula's Pantry; 19Oct62; KK184347.

PEAK, B.

Get real action, 7-Up your thirst away. See SEVEN-UP CO.

PEARSON, ED. ©

Feelstonz; Feelstonz are individually selected and uniquely hand painted stones. Folder. © 3Nov64; KK183964.

PEERLESS MANUFACTURING DIVISION, DOVER CORP. See DOVER CORP. PEERLESS MANUFACTURING DIVISION.

PEKAO TRADING CORP. ©

Paczki Swiateczne; holiday parcels; Pekao. Card. © 9Sep64; KK182875.

PELLON CORP. ©

All-bias Pellon gives in every direction. (In Butterick home catalog, fall 1964, p.2 of cover) © 15Jul64; KK182519.

All-bias Pellon is the only interfacing with give in every direction. (In Good housekeeping, Sept. 1964, p.228) © 20Aug64; KK182518.

All-Bias Pellon is the only interfacing with give in every direction. (In Practical forecast for home economics, teacher ed. of Co-ed, Sept. 1964, p.2 of cover) © 20Aug64; KK183344.

Attention: apparel industry, are you aware of the lightweight versatility of R-4, the new popular-priced Pellon non-woven? (In Women's wear daily, Apr. 29, 1964, p.3) © 29Apr64; KK181675.

Be wise, choose Pellon. (In Women's wear daily, July 29, 1964, p.7) © 29Jul64; KK182536.

Be wise, make sure there's Pellon inside. [Head of owl] (In The New York times, Sept. 13, 1964, Sunday magazine section, p.68) NM: revisions. © 13Sep64; KK183767.

Ever since Pellon, there's almost nothing to do. (In Luggage & leather goods, July 1964, p.70) © 28Jun64; KK182520.

How to get that shaped-by-hand look in your coats and suits. (In Women's wear daily, May 19, 1964, p.3) © 19May64; KK181677.

Manufacturers of the finest quality cylinder pads announces the new Pellon long life sphere. (In Optical index, Sept. 1964, p.38-39) © 20Aug64; KK183768.

Now, direct from Pellon too. (In Electronic news, May 4, 1964, p.9) © 4May64; KK181676.

Pellon cuts in any direction. [Beaver among tree stumps] (In The New York times, Oct. 4, 1964, Sunday magazine section, p.68) NM: revisions. © 4Oct64; KK183759.

Pellon cuts in any direction. [Beaver among tree stumps] (In Women's wear daily, Sept. 30, 1964, p.7) © 30Sep64; KK183772.

Pellon gives lasting shape retention. (In Women's wear daily, Aug. 5, 1964, p.3) © 5Aug64; KK182537.

Pellon gives lasting shape retention. [Turtle] (In The New York times, Sept. 13, 1964, Sunday magazine section, p.70) NM: revisions. © 13Sep64; KK183766.

Pellon has no frayed edges. (In Woman's wear daily, Sept. 23, 1964, p.7) © 23Sep64; KK183608.

Pellon has no frayed edges. [Seal] (In The New York times, Oct. 4, 1964, Sunday magazine section, p.66) NM: revisions. © 4Oct64; KK183771.

Pellon has spring-back-ability. [Cat leaping in air] (In The New York times, Sept. 13, 1964, Sunday magazine section, p.72) NM: revisions. © 13Sep64; KK183765.

Pellon has spring-back-ability; crush-resistant. (In Women's wear daily, Aug. 12, 1964, p.7) © 12Aug64; KK182538.

Pellon is guaranteed dry cleanable. (In Women's wear daily, Aug. 26, 1964, p.7) © 26Aug64; KK182690.

Pellon is guaranteed dry cleanable. [Two playing monkeys] (In The New York times, Sept. 20, 1964, Sunday magazine section, p.72) NM: revisions. © 20Sep64; KK183763.

Pellon is lightweight; light as air, non-woven interfacing. (In Women's wear daily, Sept. 2, 1964, p.7) © 2Sep64; KK182965.

Pellon is lightweight. [Seagull] (In The New York times, Sept. 27, 1964, Sunday magazine section, p.86) NM: revisions. © 27Sep64; KK183770.

Pellon is 100% washable. (In Women's wear daily, Aug. 19, 1964, p.3) © 19Aug64; KK182691.

Pellon is 100 O/O washable. [Man bathing elephant] (In The New York times, Sept. 20, 1964, Sunday magazine section, p.70) NM: revisions. © 20Sep64; KK183762.

Pellon is porous. [Peacock] (In The New York times, Sept. 27, 1964, Sunday magazine section, p.88) NM: revisions. © 27Sep64; KK183769.

Pellon is pucker-free. (In Woman's wear daily, Sept. 22, 1964, p.3) © 22Sep64; KK183607.

Pellon is pucker-free. [Dolphin in water] (In The New York times, Sept. 27, 1964, Sunday magazine section, p.90) NM: revisions. © 27Sep64; KK183761.

Pellon is quick drying. [Baby duck] (In The New York times, Sept. 20, 1964, Sunday magazine section, p.74) NM: revisions. © 20Sep64; KK183764.

Pellon is quick drying; the inside ... non-woven interfacing. (In Women's wear daily, Sept. 1, 1964, p.7) © 1Sep64; KK182966.

Pellon, leader in non-woven interfacing. [Lion standing & watching] (In The New York times, Oct. 4, 1964, Sunday magazine section, p.70) NM: revisions. © 4Oct64; KK183773.

- Pellon, leader in non-wovens. [Lion standing & watching] (In Women's wear daily, Oct. 7, 1964, p.7) NM: additions & revisions. © 7Oct64; KK183760.
- Pellon non-wovens are porous; they breathe ... interfacing. (In Women's wear daily, Sept. 15, 1964, p.7) © 15Sep64; KK182967.
- Pellon story presented in the pages of The New York Times. 1 v. NM: additions. © 12Oct64; KK184268.
- PENICK & FORD LTD., INC. COLLEGE INN DIVISION. © College Inn chicken broth; net contents 13 3/4 fl. oz. On wrapper. © 23Oct64; KK183559.
- College Inn tomato cocktail. Net contents 1 pt. 10 fl. oz. On wrapper. © 11Aug64; KK182816.
- Vegamato, vitamin C enriched vegetable juices. Net contents 1 qt. 14 fl. oz. On wrapper. © 11Aug64; KK182815.
- PEPPERIDGE FARM, INC. © Apple turnover; net wt. 2 3/4 oz. (Single pack apple turnover) On bag. © 10Jun64; KK181505.
- Cheese flavored toasted thins; net wt. 4 ozs. On folding carton. © 9Sep64; KK183248.
- Cinnamon raisin coffee cake ring; net wt. 12 ounces. On folding carton. © 28May64; KK182984.
- Hovis toasted thins; net wt. 4 ozs. On folding carton. © 9Sep64; KK183247.
- Old fashioned butterscotch cookies; net wt. 5 1/2 oz. On wrapper. © 9Jul64; KK183082.
- Old fashioned fudge chip cookies; net wt. 5 1/4 oz. On wrapper. © 9Jul64; KK183084.
- Old fashioned Hovis cookies; net wt. 5 1/4 oz. On wrapper. © 9Jul64; KK183081.
- Old fashioned sugar cookies; net wt. 5 1/4 oz. On wrapper. © 9Jul64; KK183083.
- Onion flavored toasted thins; net wt. 4 ozs. On folding carton. © 9Sep64; KK183246.
- Pecan coffee cake; net wt. 13 ounces. On folding carton. © 15May64; KK182978.
- Rye toasted thins; net wt. 4 ozs. On folding carton. © 9Sep64; KK183245.
- 12 cinnamon coffee cake swirls; net wt. 11 ounces. On folding carton. © 11Apr64; KK181506.
- 12 raisin coffee cake swirls; net wt. 12 ounces. On folding carton. © 11Apr64; KK183080.
- 12 raspberry coffee cake swirls; net wt. 12 ounces. On folding carton. © 11Apr64; KK183079.
- Wheat toasted thins; net wt. 4 ozs. On folding carton. © 9Sep64; KK183249.
- White toasted thins. Net wt. 4 ozs. On folding carton. © 9Sep64; KK182876.
- PEPSI-COLA CO. © Now it's Pepsi for those who think young. [Bowling scene] (In Progressive farmer, Feb. 1963, p.64) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Jan63; KK184666.
- Now it's Pepsi for those who think young. [Couple & popcorn] (In The Progressive farmer, Jan. 1963, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Dec62 (in notice: 1963); KK184306.
- Now it's Pepsi for those who think young. [Couple at football game] (In The Progressive farmer, Oct. 1962, p.38) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Sep62; KK184311.
- Now it's Pepsi for those who think young. [Couple in beach attire] (In The Reader's digest, July 1964, p.48) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Jun64; KK184304.
- Now it's Pepsi for those who think young. [Couple in Christmas scene] (In The Progressive farmer, Dec. 1962, p.36) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Nov62; KK184313.
- Now it's Pepsi for those who think young. [Couple in cook-out scene] (In The Progressive farmer, Sept. 1962, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Aug62; KK184310.
- Now it's Pepsi for those who think young. [Couple in dude ranch scene] (In The Progressive farmer, Apr. 1962, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Mar62; KK184314.
- Now it's Pepsi for those who think young. [Couple in party scene] (In The Progressive farmer, Nov. 1962, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Oct62; KK184312.
- Now it's Pepsi for those who think young. [Couple on beach by fire] (In The Reader's digest, June 1964, p.166) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26May64; KK184303.
- Now it's Pepsi for those who think young. [Father & son with model car] (In TV guide, Feb. 8-14, 1964, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 4Feb64; KK184302.
- Now it's Pepsi for those who think young. [Father & son with model plane] (In The Progressive farmer, June 1962, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15May62; KK184307.
- Now it's Pepsi for those who think young. [Game room scene] (In Life, Mar. 13, 1964, p.30-31) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9Mar64; KK184665.
- Now it's Pepsi for those who think young. [Golf scene] (In Life, May 25, 1962, p.67) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 21May62; KK184667.
- Now it's Pepsi for those who think young. [Ice skating scene] (In Progressive farmer, Feb. 1962, p.70) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Jan62; KK184669.
- Now it's Pepsi for those who think young. [Male holding Pepsi looking at female offering weiners in holder and bun on plate] (In Nargus bulletin, Sept. 1962, p.115) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Sep62; KK183263.
- Now it's Pepsi for those who think young. [Man & woman in sailing attire] (In The Progressive farmer, July 1962, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Jun62; KK184308.
- Now it's Pepsi for those who think young. [Man & woman in tennis attire] (In The Progressive farmer, May 1962, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Apr62; KK184305.
- Now it's Pepsi for those who think young. [Ping pong scene] (In Progressive farmer, Mar. 1962, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Feb62; KK184670.
- Now it's Pepsi for those who think young. [Shish-ka-bob scene] (In Progressive farmer, Jan. 1962, p.40) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Dec61; KK184668.
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- Now it's Pepsi for those who think young. [Smiling face of girl holding Pepsi & rope with partial face of man] (In Life, July 27, 1964, p.88) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 27Jul62; KK183262.
- Now it's Pepsi for those who think young. [Woman in swimming pool] (In The Progressive farmer, Aug. 1962, p.22) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Jul62; KK184309.
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- PET MILK CO. © How to shorten the hours between meals; Sego liquid diet food. (In The American home, Oct. 1962, p.13) Appl. author: Gardner Advertising Co. © 10Oct62; KK184482.
- PETER, STRONG & CO., INC. © Benzodent, the original multi-purpose aid to adjustment of new, immediate, and partial dentures. Folder. Appl. author: T. M. Seller. Appl. states portion prev. copyrighted 1963. NM: Additions. © 12Oct64; KK183328.
- Laclede medicated lotion. Folder. Appl. author: T. M. Seller. © 19Oct64; KK183779.
- New, from the makers of Benzodent, Comfortent Gel denture cleaner. (In Dental survey, Nov. 1964, insert) Appl. author: T. M. Seller. © Comfortent Div., Peter, Strong & Co., Inc. (in notice: Peter, Strong & Co., Inc.); 15Oct64; KK183780.
- PETER, STRONG & CO., INC. COMFORTENT DIVISION. © Comfortent Gel denture cleaner. On bottle. Appl. author: T. M. Seller. © 1Jul64; KK182763.
- Comfortent powder denture cleaner; bubble-brushing action polishes as it soaks. Sticker. Appl. author: T. M. Seller. © 1Jul64; KK182526.
- Comfortent powder, new denture cleaner; net weight 5 oz. avoird. On folding carton. Appl. author: T. M. Seller. © 26Oct64; KK183661.
- New, Comfortent creme denture adhesive. Folder. Appl. author: T. M. Seller. © 25Oct64; KK183663.
- New, Comfortent gel denture cleaner. Sheet. Appl. author: T. M. Seller. © 26Oct64; KK183662.
- New, Comfortent powder denture cleaner. Sheet. Appl. author: T. M. Seller. © 26Oct64; KK183664.
- New gel denture cleaner; Net cont. 3 fl. oz. On folding carton. Appl. author: T. M. Seller. © 26Oct64; KK183665.

- PETER, STRONG & CO., INC. COMFORTENT DIVISION.-Con.
Peter, Strong introduces Comfortent. (Comfortent catalog sheet) Loose-leaf. Appl. author: T. M. Seller. © Comfortent Division, Peter, Strong & Co., Inc. (in notice: Peter, Strong & Co., Inc.); 12Oct64; KK183326.
- PETERSON, BENJAMIN R., JR. See FEATURE FLAVORS CO.
- PETERSON, DANA. ©
An easy way for a hard chore, use a scraperette; handy kitchen aid with a scrape shape. Sheet. © 15Jul64; KK182023.
- PEYTON PACKING CO. ©
Cut it out. (In Herald-Post, El Paso, Tex., Oct. 1, 1964, section C, p.12) Appl. author: Thomas S. Duff. © 10Oct64; KK183384.
- PFIZER (CHARLES) & CO., INC. ©
In angina pectoris, Metamine; 5 reasons for its resurgence. Card. © 20Oct64; KK183250.
The performance of Metamine in 7,322 cases of angina pectoris. Folder. © 13Oct64; KK183586.
- PHARMEDICA LABORATORIES.
Dramatic new Carefree tampon gives you the safe, secure feeling of a napkin, even on first days. (In Syracuse post-standard magazine, Nov. 8, 1964) Appl. author: Sullivan, Stauffer, Colwell & Bayles Inc. © Pharmedica Laboratories, a division of Johnson & Johnson Co.; 8Nov64; KK184765.
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Gigantic garage sale; come choose your body style, come choose your color, come choose your own deal. (In Dallas Times Herald, July 23, 1964, section B, p.8) Appl. author: Robert E. Phillips. © 23Jul64; KK182163.
The greatest show on earth. (In The Dallas morning news, Sept. 12, 1964, p.10) Appl. author: Robert E. Phillips. © 12Sep64; KK183206.
- PHONE-GARD, INC. ©
Phone-Gard cuts phone bills. Card. © 13Jul64; KK183318.
- PICO SAFE STAIRS CO. ©
Pico Safe Stairs precision built, pre-erected for concrete, steel and masonry buildings. 1 v. © 13Oct64; KK184120.
- PIERCE PRE-COOKED FOODS, INC. ©
New and delicious from Pierce, Wing-Dings, fully cooked, premium quality chicken wings. Sheet. © 6Nov64; KK184205.
New custom-pack bigger, meatier pieces of chicken. Card. © 6Nov64; KK184206.
- PITTSBURGH PLATE GLASS CO. ©
APP chlorine granules. Sheet. © 1Jun64; KK183193.
- PLAN HOLD CORP. ©
Filing systems; consolidated price list for use with catalog no.63, effective August 1, 1963. Folder. © 1Aug63; KK183512.
New Plan Hold data file systems; catalog no.DPWT. Sheet. © 13Nov64; KK184213.
- New Plan Hold system for presentation and storage of flip charts. Sheet. © 6Jul64; KK183513.
- New 3-way file master. Folder. © 13Nov64; KK184214.
- Stop playing hide and seek with your plans; Plan Hold plan filing systems organize your drawings and plans. Folder. © 5Oct64; KK183514.
- PLATT & MUNK CO., INC. ©
Bret Harte, stories of the early west. Jacket painting & illus. by Charles Geer. © 16Jun64; KK182781.
Dogs, heroes, adventures, friends; a collection of 30 favorite stories. Jacket painting & illus. by Hamilton Greene. © 8May64; KK181335.
- Easy sewing cards, with colorful cord laces; 311B:0125. On box. © 15Apr64; KK182457.
- Easy things to color, with a box of special crayons; 134:0125. On box. © 20Mar64; KK182451.
- I can color scenes of nature and beauty, with a full range of fine coloring pencils; 20 outline drawings to complete; 269:0200. On box. © 15Apr64; KK182454.
- I can paint scenes of nature and beauty, with a full set of water colors; 20 outline drawings to complete; 279:0295. On box. © 15Apr64; KK182455.
- The jumbo paint without paints; 234:0200. On box. © 25Mar64; KK182456.
- Melville; the best of Moby Dick and Typee, also Billy Budd complete. Jacket painting & illus. by Al Fiorentino. © 16Jun64; KK182782.
- Mother Goose puzzles; 146A:0150. On box. © 19Mar64; KK182624.
- My first sewing cards, with colorful cord laces; 311A:0125. On box. © 15Apr64; KK182452.
- My own scrapbook; 188:0200. On box. © 15Apr64; KK182449.
- My storybook library; 3031. On box. © 25Mar64; KK182450.
- The sea chest; stories of adventure at sea. Jacket painting & illus. by Hamilton Greene. © 12Jun64; KK182783.
- Sew-by-number sewing cards, with colorful cord laces; 320:0200. On box. © 15Apr64; KK182458.
- Sing a song of ambush, a junior adventure. Jacket painting & illus. by Frank Vaughn. © 16Jun64; KK182779.
- Smoke across the highlands; a junior mystery. Jacket painting & illus. by Cliff Schule. © 12Jun64; KK182780.
- The 2-in-1 Origami; double kit for oriental paper folding and Origami mobiles; 182:0500. On box. © 25Mar64; KK182453.
- POLLASTEK, MIRIAM R. See IDEA ART.
- POLLOCK, FRANCES M. ©
The church in the wildwood; diamonds. Folder. © 8Aug64; KK183637.
- POLLOCK, TREMBLEY & ASSOCIATES. ©
I can really be President? (In Presidential election guide, your decision, 1964, p.2 & 3 of cover) © 1Aug64; KK183455.
- POMONA TILE MANUFACTURING CO. ©
Introducing Tone-Glazes by Pomona Tile. (In Tile & architectural ceramics, Aug. 1964, p.2) Appl. author: Anderson-McConnell Advertising Agency, Inc. © 7Aug64; KK182496.
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- POOR & CO. ©
Every Rajo rail joint is truly a product of progress. (In Railway age, May 18, 1964, p.40-41) Appl. author: Stevens, Kirkland, Stabelfeldt, Inc. © 18May64; KK181544.
- POPHAM, WILLIAM F. ©
Smith's Service ... Laurel, Maryland, we service anything, ozone products, January 1965. (Coupon calendar) Sheet. © 15Sep64; KK183945.
- POPOV DISTILLING CO. ©
Popov refuses to charge more than \$3.20 fifth for its vodka. (In Bennington banner, June 16, 1964, p.5) Appl. author: Benton & Bowles Inc. © 16Jun64; KK181737.
- PRATT MUFFLER DIVISION. ©
Plan rings the profit bell for jobbers. (In Jobber topics, Feb. 1962) © 13Feb62; KK182786.
- PRECISION ART CO. ©
Milodon. (In Drag news, Nov. 21, 1964, p.6) Appl. author: Jefferson R. Smith. © 19Nov64; KK184350.
- PREFERRED BUSINESS SERVICE CORP. ©
PBS data service can provide answers to many of your problems. Folder. © 9Jun64; KK183331.
Lower the boom on payroll costs. Folder. © 30Jun64; KK183330.
Now in Fort Worth. Folder. © 4Nov64; KK184794.
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The Carr Speirs catalog of promotional materials. 31 p. Appl. author: Staff of National Foreman's Institute. © 1Jul64; KK181712.
- PRESSING SUPPLY CO. ©
Lady Presco deluxe ironing pad and silicone cover. On bag. © 1Jul64; KK181844.
Lady Presco deluxe ironing pad and Teflon cover. © 1Jul64; KK181453.
- PREWITT (J. NELSON) INC. ©
What a nice way to wash their hair; Matey shampoo. (In Parent's magazine, Sept. 1962, p.154) © 25Aug62; KK184266.
- PRINT ADVERTISING ASSN. ©
Don't you read before you buy? A national program promoting print advertising in ROP color newspapers Folder. Appl. author: Roman P. Demski. © 6Jul64; KK182851.
- PROCTER & GAMBLE CO. ©
Off with diapers, on with Pampers. (In The Sacramento bee, Sept. 2, 1964, p.F10) Appl. author: Benton & Bowles, Inc. © 2Sep64; KK183112.
Send your children back to school in good dental health, join the 1964 family crusade against cavities; Crest toothpaste. (In Times-picayune, Aug. 27, 1964, section 5, p.5) Appl. author: Benton & Bowles, Inc. © 27Aug64; KK183114.
What was I doing wrong? Crest toothpaste. [Endorsed by Dorothy Campbell] (In Better homes & gardens, Sept. 1964, p.5) Appl. author: Benton & Bowles, Inc. © 18Aug64; KK183111.

PROFESSIONAL BUILDING MAINTENANCE CO., INC.
Janitor service, window cleaning.
Card. © PBM Co., Inc. a.s.d.o.
Professional Building Maintenance Co.; 16Jun64; KK183480.

PURE OIL CO. ©
Announcing the biggest & greatest advertising program in Pure's history. Folder. © 12Mar64; KK183076.

PUREX CORP., LTD. ©
Ask a woman? Give me a bleach that'll whiten up sheets, shirts, and shortstops; Fleecy White. (In The Reader's digest, Sept. 1964, p.180D) Appl. author: Foote, Cone & Belding. © 25Aug64; KK184317.

Ask a woman? We did; Dutch cleanser. (In Reader's digest, Sept. 1964, p.10-11) Appl. author: Foote, Cone & Belding. © 25Aug64; KK183982.

Ask a woman? We did; make me a bleach that does more; Purex bleach. (In Reader's digest, Nov. 1964) Appl. author: Foote, Cone & Belding. © 25Oct64; KK183984.

Ask a woman? We did; Purex bleach. (In Reader's digest, Oct. 1964, p.24D-24E) Appl. author: Foote, Cone & Belding. © 25Sep64; KK183983.

Ask a woman? We did; Trend for dishes and fine fabrics. (In Reader's digest, Nov. 1964, p.20-21) Appl. author: Foote, Cone & Belding. © 25Oct64; KK183981.

How to succeed in business by really trying. Folder. © 24Nov64; KK184573.

Just add water; Guardex. (In The New York times, Mar. 15, 1964, p.X29) Appl. author: Anderson-McConnell Advertising Agency, Inc. © 15Mar64; KK182469.

New all-plastic case won't break, won't gouge hands, won't deteriorate, won't leak. From Purex, California's largest-selling pool chlorine. (In The Los Angeles times home magazine, Aug. 16, 1964, p.4) Appl. author: Anderson-McConnell Advertising Agency, Inc. © 15Aug64; KK182681.

Try making a liquid that's fast on dishes; pink lotion Trend. (In Reader's digest, Oct. 1964, p.166) Appl. author: Foote, Cone & Belding. © 25Sep64; KK183985.

PURITAN CORDAGE MILLS. ©
Really stay trim with the Shape-up Gym. 7 p. Appl. author: Daniel W. Burch, Jr. © 4Jun64; KK182356.

PYRAMID RUBBER CO. DUNHILL INTERNATIONAL, INC. See DUNHILL INTERNATIONAL, INC. PYRAMID RUBBER CO.

Q

QUAKER CITY CHOCOLATE & CONFECTIONERY CO., INC. ©
Can you talk Oodle? Good and Plenty licorice flavored candy. (In Jack and Jill, Nov. 1964, p.15) © 20Oct64; KK183499.

Good and Plenty licorice flavored candy; Oodle talk N; 1 1/8 oz. net wt. avoird. On folding carton. © 14Oct64; KK183498.

QUAKER OATS CO. ©
Nothing is better for thee than me. (In Life, Oct. 30, 1964, p.57) Appl. author: Doyle Dane Bernbach, Inc. © 27Oct64; KK184109.

QUALITY BAKERS OF AMERICA COOPERATIVE, INC. ©

Are you confused when buying bread? All brands are not the same. Sunbeam Batter Whipped. (In The Daily progress, Charlottesville, Va., Apr. 27, 1964, p.18) © 27Apr64; KK184189.

Are you confused when buying bread? All breads are not the same; Sunbeam batter whipped, compare. (In Twin city sentinel, Winston-Salem, N. C., Apr. 28, 1964, p.10) © 28Apr64; KK183904.

Brand new, ranch style Sunbeam, in the big king size, 26 round-top slices. (In Warren (Pa.) times-mirror, Oct. 14, 1964, p.10) © 14Oct64; KK183903.

1st prize winner. Blue Ribbon Sunbeam. (In Bedford County press) © 22Oct64; KK184218.

H1 Sweetheart, new Sweetheart Golden Giant; bread. (In Banner, Cambridge, Md., Oct. 7, 1964, p.6) © 7Oct64; KK183660.

New, no band inside; Stroehmann Sunbeam. (In News, Batavia, N. Y., Sept. 30, 1964, p.18) © 30Sep64; KK183657.

New Silvercup, baked with 100% liquid vegetable shortening; bread. (In New York Journal-American, Sept. 17, 1964, p.9) © 17Sep64; KK183251.

Now, delicious new Sunbeam hot bread. (In Eagle, Reading, Pa., Oct. 6, 1964, p.13) © 6Oct64; KK183656.

Now, Sunbeam gives you up to 3 times more milk. (In Index-Journal, Greenwood, S. C., Sept. 30, 1964, p.17) © 30Sep64; KK183659.

Once I discovered Sunbeam quality I forgot about other breads, only Sunbeam has that batter whipped difference; Sunbeam batter whipped. (In The Concord daily monitor; Nov. 19, 1964, p.10) © 19Nov64; KK184812.

A round up of ranch style flavor, good as all outdoors; Sunbeam ranch style by Stroehmann enriched bread. (In Review, Towanda, Pa., June 24, 1964, p.6) © 24Jun64; KK183655.

A tisket, a tasket, for my big family I need Sunbeam king in my basket; bread. (In Standard-speaker, Hazleton, Pa., May 13, 1964, p.5) © 13May64; KK183901.

Why doesn't somebody do something? New, Stroehmann Sunbeam has no band inside. (In New era, Lancaster, Pa., Oct. 7, 1964, p.16) © 7Oct64; KK183658.

Yipiyee, new Sunbeam ranch style bread in the big king size. (In Warren (Pa.) times-mirror, Oct. 21, 1964, p.13B) © 21Oct64; KK183902.

R

RBM CHEMICAL CORP. ©

Reposy, the still years-ahead two-component epoxy surface coating. Sheet. Appl. author: David R. Minkoff. © 1Jun64; KK183999.

Sanit & Laundry Aide. Sheet. Appl. author: David R. Minkoff. © 1Jun64; KK183130.

RADIANT COLOR CO.

New, Velve-glo magenta+ standard V-G colors equal infinite combinations of exciting fluorescent colors. Card. © Radiant Color Co., a partnership comprised of Harry P. Locklin & Emler J. Brant; 24Sep64; KK183116.

RALSTON PURINA CO. VAN CAMP SEA FOOD CO. See VAN CAMP SEA FOOD CO.

RAVICO, INC. ©

Time machine; a fantastic new concept, stretching time. On box. © 11Nov64; KK184201.

REAL DAIRY PRODUCTS CO.

The experts agree, Real Milk the farmer's brand tastes better. (In The Albuquerque tribune, Sept. 16, 1964, p.A-6) © Real Dairy Products Co., division of Central-Southwest Dairy Cooperative, Inc. (in notice: Real Dairy Products Co.); 16Sep64; KK184002.

Real Push-Button Milk; if your kids drink a lot of milk we'll furnish you with a Magi-Tap refrigerated Real Milk dispenser. (In The Albuquerque tribune, Sept. 25, 1964, p.A-5) © Real Dairy Products Co., division of Central-Southwest Dairy Cooperative, Inc. (in notice: Real Dairy Products Co.); 25Sep64; KK184001.

Real Push-Button Milk always fresh, always cold Magi-Tap refrigerated dispenser. Folder. © Real Dairy Products Co., division of Central-Southwest Dairy Cooperative, Inc. (in notice: Real Dairy Products Co.); 15Sep64; KK184005.

The story of Real Milk the farmer's brand. 8 p. © Real Dairy Products Co., division of Central-Southwest Dairy Cooperative, Inc. (in notice: Real Dairy Products Co.); 15Sep64; KK184004.

Treat your family to Real Milk the farmer's brand. (In The Albuquerque tribune, Sept. 15, 1964, p.A-9) © Real Dairy Products Co., division of Central-Southwest Dairy Cooperative, Inc. (in notice: Real Dairy Products Co.); 15Sep64; KK184003.

RED OWL STORES, INC. ©

Frozen white bake at home enriched bread dough, 3 individual loaves; net wt. 3 lbs. On folding carton. © 1Sep64; KK183390.

Pure strawberry preserves; net wt. 1 lb. 4 oz. Sticker. Appl. author: M. J. McMahon. © 21Aug64; KK182548.

REGENT-ARTISTIC CO.

Neutrafil, a nutritional gel filler and conditioner for hair; contains 12 packets, one half oz. net weight each. On folding carton. © DEF Corp. also d.b.a. Regent-Artistic Co.; 20Jul64; KK182433.

REHBERG, EVA MARIE. ©

Köstliche Kurgerichte; einwaage: 30 gramm susse Mandeln. West Germany. On bag. © 17Aug64; KK182904.

RENNELS, CHARLES H. See RENNELS JET SALES.

RENNELS JET SALES.

Jet action tank ball water saver; installation instructions. Sheet. © Charles H. Rennels d.b.a. Rennels Jet Sales; 5Nov64; KK184555.

RENNERT INTERNATIONAL CORP. ©

ShuRlock Straps; safest, surest, easiest-to-use cargo straps ever invented. Folder. © 15Apr63; KK182770.

REPUBLIC MOLDING CORP. ©

It's crystal clear; you can't afford to miss the new Polly Flex special housewares promotion; crystal clear styrene waste basket. Sheet. Appl. author: Grant, Schwenck & Baker, Inc. © 13Jul64; KK182798.

REPUBLIC MOLDING CORP.-Con.

The original Polly Flex step-saver Kaddy-carrier. Sheet. Appl. author: Richard C. Klebbe. © 1Jun64; KK182802.

Polly Flex adds a festive note to entertainment; serving dishes permit preparation of party foods. Sheet. Appl. author: Grant, Schwenck & Baker, Inc. © 13Jul64; KK182799.

Polly Flex cereal bowls, deep, rigid, boil proof, non breakable. Sheet. Appl. author: Grant, Schwenck & Baker, Inc. © 13Jul64; KK182800.

Polly Flex kaddy hamper; stock no.229. Sheet. Appl. author: Grant, Schwenck & Baker, Inc. © 13Jul64; KK182797.

Republic Jr. Kaddy Bin; Polly-Flex Jr. Kaddy Bin; stock no.S 32. Sheet. Appl. author: Richard C. Klebbe. © 1Jun64; KK182801.

RESTONIC CORP. ©

Challenge sale on now and for a limited time only; Restonic Mr. Sleep mattress & matching box spring. (In House beautiful, Aug. 1964, p.6) Appl. author: Bozell & Jacobs, Inc. © 20Jul64; KK182378.

Now, take the 30 nights home rest-test on this mattress; Orthotonic triple cushion mattress. (In Good house-keeping, May 1964, p.MA186) Appl. author: Bozell & Jacobs, Inc. © 20Apr64; KK182437.

REVLON, INC. ©

Revlon salutes it, the million dollar American look, born and well-bred in the U. S. A.; Million Dollar Red lipstick & nail enamel. (In Holiday, Nov. 1962, p.124-125) © 13Oct62; KK184033.

REXALL DRUG & CHEMICAL CO. ©

Tupperware. 27 p. © 23Mar64; KK181521.

REYNOLDS (R. J.) TOBACCO CO. ©

Ask any Camel smoker. Why Camel? Well, like most people, Camel smokers shopped around a lot before they made Camel their brand. (In The Birmingham news, June 22, 1964, p.30) © 22Jun64; KK182145.

Everybody's talking Tempo, Tempo has far more activated charcoal than previous filter designs. (In U. S. news & world report, Sept. 7, 1964, p.4 of cover) © 31Aug64; KK183818.

For freshness and flavor that stand out from the crowd; Salem filter cigarettes. (In The Post & times-star, Cincinnati, Nov. 2, 1964, p.48) © 2Nov64; KK184280.

It's as true today as ever; Camel. (In The Plain dealer, Cleveland, June 9, 1964, p.25) © 9Jun64; KK182964.

The proof is in the puffing; Prince Albert. (In Field and stream, July 1962, p.47) © 25Jun62; KK182553.

Reaching for the record books; have a real cigarette, Camel. (In True, Aug. 1962, p.4 of cover) © 19Jul62; KK182552.

REYNOLDS MANUFACTURING CO.

Give me a brake, and I'll eliminate downtime and costly repairs; Reyco brake drums make the difference. (In Metropolitan transportation & planning, May 1964, p.46) Appl. author: Richard C. Lynch Advertising Co. © Reynolds Manufacturing Co., div. of A. J. Industries, Inc.; 5May64; KK181666.

RHADCLIFF CO. ©

Beware of dog. Sheet. © 18Sep64; KK183176.

Big pre-Christmas sale on money. (Money sale) Sheet. © 18Sep64; KK183178.

Cold cash for cold winter. Sheet. © 18Sep64; KK183177.

Cut it out. Sheet. © 18Sep64; KK183174.

For back-to-school is easy as A-B-C. Sheet. © 9Jul64; KK182999.

How to get money for fall expenses. Sheet. © 9Jul64; KK183000.

Money machine. Sheet. © 9Jul64; KK183001.

Need cash for Christmas? Sheet. © 18Sep64; KK183175.

Taxes catch your budget off balance? Sheet. © 9Jul64; KK182997.

Too many creditors putting the bite on you? Sheet. © 9Jul64; KK182998.

RICHARDS MANUFACTURING CO. ©

New Freddie the frog splint; for correcting baseball or mallet finger injuries to distal finger joint. Sheet. Appl. author: Harry T. Treace. © 25Aug64; KK183218.

Schuknecht Gelfoam-wire stapedectomy prosthesis. Sheet. Appl. author: Harry T. Treace. © 25Aug64; KK183217.

RICHMOND ADVERTISING SERVICE, INC. ©

Please wipe your shoes here, this carpet was just cleaned. Sheet. Appl. author: Louis E. Reinhold. © 28Jul64; KK182319.

RIEDEL PAPER CORP. ©

Deluxe seamless sheer Cantre; not since stockings ... change in hoisery. On bag. (Cantr-PB-1) © 8Sep64; KK183170.

Eggs grade A extra large. One dozen. (Design no. 302) Folding carton. © 21May64; KK181649.

Horton's ice cream, a favorite since 1851, vanilla; net contents one-half gallon liquid. On folding carton. (Design no.2044) © 22Oct64; KK183885.

Superior brand chocolate ice cream; one half gallon liquid. On folding carton. (Des. no. 2046) © 18Jun64; KK181451.

Superior brand ice milk; strawberry; one half gallon liquid. On folding carton. (Des. no. 2047) © 18Jun64; KK181450.

Wegmans big breakfast grade A extra large one dozen eggs. On folding carton. (Design no.304) © 6Oct64; KK183598.

Wegmans nest-to-you, grade A, large, one dozen eggs. On folding carton. (Design no.305) © 16Sep64; KK183208.

RIGER, ROBERT.

Will he bat the ball like Stan the man? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.

Will she brave the waves like Gertrude Ederle? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.

A RING BRINGS, INC. ©

A Ring Brings pizza. [Chef in moving truck] Sheet. © 21Nov64; KK184687.

RIO RANCHO ESTATES, INC. ©

Your own western-size ranch estate for sunshiny, year-round living. Folder. © 27Jul64; KK181820.

ROBINSON, LENA LEE. ©

Ewecherami Kennels. Slip. © 27Jan64; KK184682.

ROCKVILLE CENTRE TRADING POST, INC. © Your 1964 discount marine catalog. © 22Apr64; KK181520.

ROCKY MOUNTAIN DENTAL PRODUCTS CO. ©

After a quarter-century, here's why RM orthodontic bands still meet your most exacting requirements. (In American journal of orthodontics, Sept. 1963, p.30) Appl. author: Gene Kramer. © 15Sep63; KK181993.

After a quarter-century, RM still offers the most complete line of precision, time-saving, preformed bands. (In American journal of orthodontics, Apr. 1964, p.38) Appl. author: Gene Kramer. © 15Apr64; KK181998.

Broussard auxiliary edgewise brackets and springs. (In American journal of orthodontics, July 1963, p.36-37) Appl. author: Gene Kramer. © 15Jul63; KK181992.

Check list of equipment. (In American journal of orthodontics, Apr. 1964) Appl. author: Gene Kramer. NM: revisions. © 15Apr64; KK182001.

For 30 years RM preformed seamless molar bands have been constantly improved in all aspects to meet exacting professional requirements. (In American journal of orthodontics, Oct. 1963, p.34 & p.3 of cover) Appl. author: Gene Kramer. © 15Oct63; KK181994.

Muscle anchorage appliance (Denholtz); a new functional approach to muscle development and tooth movement. (In American journal of orthodontics, Dec. 1963) Appl. author: Eugene Kramer. © 15Dec63; KK182003.

RM elgiloy wire; elgiloy selection chart. (In American journal of orthodontics, Mar. 1964) Appl. author: Eugene Kramer. © 15Mar64; KK182000.

RM introduces the greatest expansion screw advancement of the century, steady-press expansion screws. (In American journal of orthodontics, June 1964) Appl. author: Gene Kramer. © 15Jun64; KK181999.

RM Loyola-Jarabak (light wire differential force) bracket. (In American journal of orthodontics, Feb. 1964, p.38 ff) Appl. author: Gene Kramer. © 15Feb64; KK181995.

RM Loyola-Jarabak (light wire differential force) bracket. (In American journal of orthodontics, July 1963, p.38 & p.3 of cover) Appl. author: Gene Kramer. © 15Jul63; KK181996.

RM midwest office opens Feb. 1st. (In American journal of orthodontics, Jan. 1964) Appl. author: Eugene Kramer. © 15Jan64 (in notice: 1963); KK182004.

RM preformed cuspid bands conform quickly and directly to tooth anatomy. (In American journal of orthodontics, Feb. 1964, p.32) Appl. author: Gene Kramer. © 15Feb64; KK181997.

What's ahead in functional treatment? (In American journal of orthodontics, Aug. 1963) Appl. author: Eugene Kramer. © 15Aug63; KK182002.

RODDENBERY (W. B.) CO., INC. See RODDENBERY BROS.

RODDENBERY BROS.

Sunnyland creamy peanut butter. Net weight 12 oz. Sticker. © W. B. Roddenbery Co., Inc. d.b.a. Roddenbery Bros.; 27Oct60; KK182138.

Sunnyland dill pickles. (Pickle label) Net cont. 1 qt. fl. Sticker. © W. B. Roddenbery Co., Inc. d.b.a. Roddenbery Bros.; 12Dec61; KK182139.

RODKIN, GLENN M. ©
You must find a Pacific Passage.
On wrapper. © 26Oct64; KK184193.

ROLL DIPPERS, INC. ©
Introducing exciting new flower art foam; just pour this floral base to fit the vase. Folder. Appl. author: Ralph B. Kelly, Harold F. Tenney, John E. Cheetwood. © 16Jul64; KK181805.

ROMA WINE CO. ©
You're right with Roma; Roma dump bins. On box. © 28Sep63; KK181384.
You're right with Roma picture label wines; Roma floor stands. © 28Sep63; KK181383.

RONSON CORP. ©
Pretty small price to pay for 45 years of Ronson know-how. (In Field and stream, Nov. 1964, p.79) Appl. author: Doyle Dane Bernbach, Inc. © 30Oct64; KK183623.

ROSEN, JOSEPH R.
Without freedom there can be no lasting peace. See BROWN & BIGELOW.

ROSS LABORATORIES. ©
Also available, Similac in a convenient new form, Similac 20. (Similac 20 shelf talker) On folding carton. Appl. author: James E. Jeffries. © 2May64; KK181635.

For the new mother, hospital convenience at home; ready-to-feed infant formula. Card. Appl. author: James E. Jeffries. © 3Aug64; KK184190.

Now available, Similac 20, ready-to-feed, convenient new hospital proven Similac infant formula in disposable glass bottle. Sheet. Appl. author: James E. Jeffries. © 6May64; KK184192.

Similac 20 ready-to-feed, convenient new hospital proven Similac, infant formula in disposable glass bottles. [Nurse display] Card. Appl. author: H. & H. Art Studios. © 1Jun64; KK184427.

Variations in the contour of the umbilicus; Similac infant formula products. Card. Appl. author: Lois Hodgson. © 28Apr64; KK182764.

ROTHMAN (HARRY) INC. ©
Can a father reason with his college son? (In The New York times, Sept. 1, 1964, p.24) © 1Sep64; KK182656.

How does Harry Rothman do it? How to be a value veteran. (In The New York times, Nov. 10, 1964, p.37) © 10Nov64; KK184128.

How does Harry Rothman do it? Start-in today cast your vote for these spectacular savings. (In The New York times, Nov. 2, 1964, p.32) © 2Nov64; KK183748.

How does Harry Rothman do it? They believe us in 27 languages. (In The New York times, Dec. 8, 1964, p.38) © 8Dec64; KK184522.

How does Harry Rothman do it? Why not a song about Harry? (In The New York times, Oct. 6, 1964, p.26) © 6Oct64; KK183239.

Most exciting campaign since 1926; magnificent imported worsteds in hand-tailored suits. (In The New York times, Sept. 9, 1964, p.30) © 9Sep64; KK182987.

Reunion at Rothman's. How many colleges in the U. S. A? We never counted them all. (In The New York times, Aug. 11, 1964, p.12) © 11Aug64; KK182152.

That famous question; hand tailored suits of English worsteds. (In The New York times, Dec. 15, 1964, p.28) © 15Dec64; KK184692.

They call us Collegetown, U. S. A.; university tweed Ivy model suits. (In The New York times, Aug. 18, 1964, p.12) © 18Aug64; KK182294.

We dreamed they learned the truth. (In The New York times, Oct 20, 1964, p.20) © 20Oct64; KK183489.

ROVER MOTOR CO. OF NORTH AMERICA, LTD. ©
How to go to and from a Bugatti owners' meet at 110 M. P. H. (In Road & track, July 1964, p.3) Appl. author: Freeman & Gossage, Inc. © 16Jun64; KK183998.

How you can buy a new car and go to Europe for less money than if you took it up to the lake. (In The New Yorker, May 30, 1964, p.109) Appl. author: Freeman & Gossage, Inc. © 30May64; KK183803.

If the Rover 2000 is so revolutionary, why doesn't it look funny? It doesn't. (In The New Yorker, Oct. 10, 1964, p.21-22) Appl. author: Freeman & Gossage, Inc. © 10Oct64; KK183804.

Rover strongly opposed to crime. (In The New Yorker, Sept. 5, 1964, p.87) Appl. author: Freeman & Gossage, Inc. © 5Sep64; KK183802.

ROYAL CROWN COLA CO. ©
The best cola is fresh cola. [Man & children playing on beach] (In The Progressive farmer, July 1964, p.55) Appl. author: D'Arcy Advertising Co. © 15Jun64; KK184276.

The best cola is fresh cola. [Man holding reins of horse ridden by children] (In The Progressive farmer, Nov. 1964, p.85) Appl. author: D'Arcy Advertising Co. © 15Oct64; KK184275.

The best cola is fresh cola; go fresher, go Royal Crown. (In Look, Aug. 25, 1964, p.2-3) Appl. author: D'Arcy Advertising Co. © 11Aug64; KK184079.

Crowd-pleaser, America's number 1; Diet-Rite cola. (In Reader's digest, July 1964, p.33) Appl. author: D'Arcy Advertising Co. NM: additions. © 21Jun64; KK184399.

Eye-opener, America's number 1; Diet-Rite cola. (In Reader's digest, Apr. 1964, p.259) Appl. author: D'Arcy Advertising Co. NM: additions. © 21Mar64; KK184400.

Habit-breaker, America's number 1; Diet-Rite cola. (In Reader's digest, Sept. 1964, p.213) Appl. author: D'Arcy Advertising Co. NM: additions. © 21Aug64; KK184401.

R. C. Zippy. Sheet. Appl. author: Ernest Pintoff. © 23Sep64; KK183470.

ROYAL FACTORIES, INC. ©
Royal breaks the price barrier on 24" and 26" grilles; Royal complete selection of grilles & accessories at the world's lowest prices. 12 p. © 1Jun62; KK182856.

ROYAL MCBEE CORP.

New Royal Safari, home-worker that makes typing about as easy as talking. (In Seventeen, Sept. 1962, p.57) © Royal McBee Corp. (in notice: Royal McBee); 28Aug62; KK181854.

ROYAL STATIONERY CO. ©
Ambassador; 18 notes, 18 envelopes; no. 778R79 White Ripple. On wrapper. © 18May64; KK181657.

Fill in your own mood face; moodit mood notes, a creation by Ahlcrona; 16 embossed notes, 16 envelopes; no. 324R100. On wrapper. © 18May64; KK181659.

Love mood notes, a creation by Ahlcrona; 16 embossed notes, 16 envelopes; no. 322R100. On wrapper. © 18May64; KK181660.

Party Mood Notes; 16 embossed notes; 16 envelopes; no. 321R100. On wrapper. © 18May64; KK181658.

Random Rose; parchment, 30 sheets, 20 lined envelopes; no. 811R159. On wrapper. © 18May64; KK181656.

Sad, mad, glad, happy mood notes, a creation by Ahlcrona; 16 embossed notes, 16 envelopes; no. 320R100. On wrapper. © 18May64; KK181661.

10 Paces stationery; 64 sheets, 32 envelopes; no. 666R189 White Laid. On wrapper. © 18May64; KK181662.

Travel mood notes, a creation by Ahlcrona; 16 embossed notes, 16 envelopes; no. 323R100. On wrapper. © 18May64; KK181663.

RUBBERMAID, INC. ©
Don't fall; extra large, full tub coverage, Rubbermaid Safti-Grip bathtub mat; no.7043. On folding carton. © 30Jun64; KK183059.

First name in fine housewares, Rubbermaid. 16 p. NM: revisions. © 2Jul64; KK182368.

Guaranteed unbreakable 20 below zero; all weather refuse container; no.B5-2882. Card. © 21Dec64; KK184786.

Heat proof; Rubbermaid stove 'n counter mats hold sizzling hot pans. Sheet. © 25May64; KK182992.

New, exclusive full tub coverage for greatest bathing safety; Rubbermaid Safti-Grip bathtub mat. Sheet. © 22Jun64; KK182080.

Safti-Grip bathtub mat; no.DO-0450-20. Sheet. © 28Aug64; KK182970.

72,000,000 Rubbermaid ads in Reader's Digest during 1964. (In Housewares review, April 1964, p.52) © 1Apr64; KK181650.

Turntable; no.FO-2300. Sticker. © 22Dec64; KK184787.

RUBIN, GENE LEONARD.

A national trade magazine asked for it; Hummel's Trenton success story. (In Trenton evening times, Apr. 23, 1964, p.11) © Gene Leonard Rubin & Spencer M. Rubin; 23Apr64; KK181741.

RUBIN, SPENCER M.

A national trade magazine asked for it. See RUBIN, GENE LEONARD.

RUBINSTEIN (HELENA) INC. ©

For you, the woman who wants to see definite beauty results. (In Harper's bazaar, Sept. 1964, p.102) © 27Aug64; KK183496.

For you, the woman who wants to see definite beauty results; Helena Rubinstein creates Herbessence Skin Life. (In The New Yorker, Oct. 10, 1964, p.147) © 10Oct64; KK183415.

- His class just voted him the man most likely to succeed. (In Scholastic roto, Oct. 1964, p.5) Appl. author: McCann-Erickson, Inc. © 10Oct64; KK184500.
- I believe in saving regularly. (In Scholastic roto, Nov. 1964) Appl. author: McCann-Erickson, Inc. © 2Nov64; KK184499.
- I hear you and Elizabeth Ann are engaged. (In Scholastic roto, Sept. 1964, p.2) Appl. author: McCann-Erickson, Inc. © 1Sep64; KK184501.
- A message to our 35 million savers; and an invitation to you. (In National Geographic, July 1964) Appl. author: McCann-Erickson, Inc. © 15Jun64; KK181418.
- Savers with green thumbs; when it comes to making dollars grow, our savers are real gardeners. (In McCall's, May 1964) Appl. author: McCann-Erickson, Inc. © 20Apr64; KK181412.
- SAXON.**
Did you ever consider that George might run for President? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.
- I've always been fascinated. See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.
- SCHENLEY DISTILLERS CO. ©**
Brings out the party in people. (In The New York Times, Mar. 31, 1964, p.21) © 31Mar64; KK181388.
- Heartfelt thanks to tavern owners. (In Beverage industry news, May 15, 1964, p.16) Appl. author: Otto Kleppner. © 15May64; KK181600.
- How about a little Schenley, Ruth? (In Playboy, June 1964, p.185) © 1Jun64; KK181603.
- I'd give a million dollars; Schenley brings out the party in people. Schenley Reserve. (In Contract bridge bulletin, June 1964, p.5) © 1Jun64; KK182287.
- Instant profits; Schenley Reserve. (In Illinois beverage journal, June 1964, p.41) © 1Jun64; KK182286.
- A salute to Sterling on the opening of their Sterling-East facility. Schenley multiple brands. (In Beverage industry news, Aug. 15, 1964, p.4-I) Appl. author: Otto Kleppner. © 15Aug64; KK183276.
- Schenley instant party, just add friends and serve; it has a taste ... we call it whispering whisky. (In Boston traveler, Oct. 8, 1964, p.3) © 8Oct64; KK184325.
- Schenley tips its cap to the New Jersey labor herald. (In New Jersey labor herald, June 1964, p.7) © 1Jun64; KK182288.
- Seven great ways to celebrate bourbon month, profitably; Ancient Age. (In Beverage retailer weekly, New York ed., Aug. 31, 1964, p.35) Appl. author: Otto Kleppner. © 31Aug64; KK183538.
- SCHENLEY IMPORTS CO. ©**
Follow through with white label Dewar's Scotch whisky. (In PGA championship annual, 1964 ed., July 16, 1964, p.127) Appl. author: Otto Kleppner. © 16Jul64; KK182916.
- For living on a grand scale, imported MacNaughton Canadian whisky. (In Cleveland pops concert program, June 24, 1964, p.32) Appl. author: Otto Kleppner. © 24Jun64; KK182917.
- Happiest landing since the Pilgrims: Imported, Coates Plymouth dry gin. (In Maryland-Washington-Delaware beverage journal, July 1964, p.1 of cover) Appl. author: Otto Kleppner. © 1Jul64; KK182792.
- Honor your friends and yourself, imported Order of Merit; Canadian whisky. (In The New Yorker, Sept. 19, 1964, p.84) Appl. author: Otto Kleppner. © 19Sep64; KK183275.
- Imported MacNaughton Canadian whisky. (In The Evening star, Washington, D. C., Oct. 14, 1964, p.A-3) Appl. author: Otto Kleppner. © 14Oct64; KK184183.
- Imported order of merit. (In Baltimore Jewish times, Apr. 24, 1964, p.18) Appl. author: Otto Kleppner. © 24Apr64; KK181602.
- In matters of good taste, trust the Scotch that never varies; White Label Dewar's. (In Ebony, June 1964, p.139) Appl. author: Otto Kleppner. © 1Jun64; KK182285.
- MacNaughton up more than the other 2 combined. (In Iowa beverage journal, May 1964, p.13) Appl. author: Otto Kleppner. © 1May64; KK181604.
- Make the perfect shot with Imported MacNaughton Canadian whisky. (In PGA championship annual, 1964 ed., July 16, 1964) Appl. author: Otto Kleppner. © 16Jul64; KK182897.
- Plymouth; finest English import since the landing on Plymouth rock. (In San Francisco chronicle, Oct. 13, 1964, p.7) Appl. author: Otto Kleppner. © 13Oct64; KK184326.
- The profitable world of Schenley imports; handsome holiday decanter and gift wraps at no extra cost. (In Beverage media, metro ed., Oct. 1964, p.4 of cover) Appl. author: Otto Kleppner. © 10Oct64; KK183537.
- A toast with Tam; Cherry Heering liqueur. (In Baltimore Jewish times, June 12, 1964, p.18) © 12Jun64; KK182283.
- Welcome Scotch the world over, white label Dewar's. (In Newsweek, Aug. 31, 1964, p.4 of cover) Appl. author: Otto Kleppner. © 31Aug64; KK182918.
- With a world of good spirits, Schenley Imports Co. welcomes you to the 1964 W.S.W.A. Convention. (In Western states beverage bulletin, May 1, 1964, p.42) Appl. author: Otto Kleppner. © 1May64; KK181729.
- SCHICK ELECTRIC, INC. ©**
Love that Schick Consolette, the brand new professional hairdryer that sits on a table, packs up and goes. (In Life, Oct. 16, 1964, p.2) Appl. author: Norman, Craig & Kummel, Inc. © 14Oct64; KK183555.
- SCHIEFFELIN & CO. ©**
Get choosy about brandy and you end up with Hennessy. (In Dine & wine review (San Francisco examiner) Oct. 5, 1964, p.11) Appl. author: West, Weir & Bartel, Inc. © 5Oct64; KK183864.
- SCHLITZ (JOSEPH) BREWING CO. ©**
The Electrician, Milwaukee quality at its best. (In AFL-CIO Milwaukee labor press, May 21, 1964, p.7) © 21May64; KK181440.
- Gladys, you're wonderful; you bring home Schlitz at bargain prices. (In The Tampa tribune, June 25, 1964, section C, p.4) © 25Jun64; KK181457.
- Take time out for Old Milwaukee, the taste that took its time. (In The Roanoke times, May 1, 1964, p.28) © 1May64; KK181639.
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- SCHREINER'S GARDENS. ©**
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Now the best costs less than the rest of the famous name scotches; Scottish Majesty. (In Philadelphia daily news, July 28, 1964, p.49) © 28Jul64; KK182896.

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California shelled walnuts; 30 lbs. net wt. On wrapper. © Frances G. Damico d.b.a. Scotts Valley Walnut Shelling; 4Nov63; KK181695.

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Congratulations? This number may have won you the all new 1964 Sealy Posturepedic. (In Life, June 12, 1964, p.76-77) Appl. author: Earle Ludgin & Co. © 8Jun64; KK182354.

The famous innerspring Posturepedic mattress now has a twin in foam rubber. (In The American home, Oct. 1964, p.35) Appl. author: Earle Ludgin & Co. © 22Sep64; KK183813.

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If you thought this morning about needing a new mattress, today's the day to buy it. (In Life, July 17, 1964, p.24-25) Appl. author: Earle Ludgin & Co. © 13Jul64; KK181764.

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Bourbon bonus, Old Stagg. (In The Morning herald, Hagerstown, Md., May 15, 1964, p.27) © 15May64; KK181713.
- STAIN GLASS PRODUCTS. ©
Create color accents; transparent glass paints. Folder. © 10Oct64; KK183391.
- STAINLESS STEEL WORLD OF CALIFORNIA. ©
Stainless steel designed for better living. Sheet. Appl. author: Maxwell Winston. © 17Aug64; KK182758.
- STANDARD BUILDING & LOAN CO. ©
Meet the champ of fast home loans. (In The Realtor, July 1964, p.5) Appl. author: Ralph H. Jones Co. © 1Jul64; KK181484.
- STANDARD PACKAGING CORP. BROWN & BIGELOW. See BROWN & BIGELOW.
- STANLEY HOME PRODUCTS, INC. ©
Get acquainted with a Stanley hostess party. (In Good housekeeping, Oct. 1964, p.227) © 17Sep64; KK184715.
Get acquainted with a Stanley hostess party. (In Good housekeeping, Oct. 1964, p.227) © 18Sep64; KK182981.
- STAR PUBLICATIONS CO. ©
Ice hockey score book. Folder. Appl. author: Rudolph Henry Perl. © 15Aug64; KK183626.
- STARR, DON. See STAR BROS. SERVICE.
- STARR, FLOYD. See STAR BROS. SERVICE.
- STARR BROS. SERVICE.
Tollroad turnpike, fun, educational, easy to play; for 2 to 6 players. On wrapper. © Floyd Starr & Don Starr d.b.a. Starr Bros. Service; 15May64; KK181484.
- STEBCO PRODUCTS. ©
Tomorrow's concept in a business case today; Stebco's Jettache. (In The Office, May 1964, p.51) © 1May64; KK181867.
- STEDDY FLAME ENT. ©
Happy house; for fine foods ... it's Steddy Flame. (In The Minnesota Odd Fellow, July 1964, p.2) Appl. author: Roman D. Baltes. © 25Jun64; KK183065.
- STEEL CITY DIVISION, MIDLAND-ROSS CORP. See MIDLAND-ROSS CORP. STEEL CITY DIVISION.
- STEINEN (WILLIAM) MANUFACTURING CO. ©
Draft controls by Steinen. 11 p. (Catalog C-4) © 1Jul64; KK183179.
Industrial spray nozzles. 32 p. (Catalog I-4) © 1Jul64; KK183181.
Mirror finish oil burner nozzles and heating accessories by Steinen. 7 p. (Catalog N-4) © 1Jul64; KK183180.

- Service tips for the men in the field, a Steinen service to the heating industry. 1 v. Appl. author: William Frederick Steinen. © 15Jul64; KK183234.
- STEINEN (WILLIAM) MANUFACTURING CO. HEATING PRODUCTS DIVISION.
Type AP-APG, commercial and industrial draft controls for oil, gas, oil-gas and solid fuel fired furnaces and boilers. Sheet. Appl. author: William Frederick Steinen. © Wm. Steinen Mfg. Co. (in notice: Wm. Steinen Mfg. Co., Heating Products Division); 15Jul64; KK183233.
- Type DRP, residential draft controls for oil-fired furnaces and boilers. Sheet. Appl. author: William Frederick Steinen. © Wm. Steinen Mfg. Co. (in notice: Wm. Steinen Mfg. Co., Heating Products Division); 15Jul64; KK183232.
- STERNCO INDUSTRIES, INC. DELTA PRODUCTS. See DELTA PRODUCTS.
- STERNCO INDUSTRIES, INC. LONGLIFE FISH FOOD PRODUCTS. See LONGLIFE FISH FOOD PRODUCTS.
- STILLER, WILLIAM B.
Dog tag covers; holds one or two tags. Card. © W. B. Stiller; 30Sep64; KK183472.
- STONCO ELECTRIC PRODUCTS CO. ©
Now you can actually dial the beam you need. Sheet. © 1May62; KK181862.
- STORK BOARD.
Stork board. Sheet. © William B. Burke d.b.a. Stork Board; 18Jun64; KK181631.
- STOVER, GEORGE M., JR. ©
Bloody hair hunks; have fun by scratching a bloody hair hunk from your head. Card. © 28Sep64; KK183094.
- STOWE (GORDON N.) & ASSOCIATES. ©
The sounds of abnormal hearing; how they hear; GS-1001. Record sleeve. © 9Jun64; KK183228.
- STRAUSS (LEVI) & CO. ©
Levi's Sta-Prest never needs ironing; out of the dryer, ready to wear. (In Tulsa tribune, Nov. 18, 1964, p.53) Appl. author: Honig-Cooper & Harrington. © 18Nov64; KK184564.
- STRICKLAND, LYNN. ©
This ramblin' country; American folk songs by Tom Brown; Vagabond VM-601. Record sleeve. © 19Aug64; KK182465.
- STRONGIN (NED) ASSOCIATES.
Magic color-wand, the new way to color. See SAALFIELD PUB. CO.
- STYLE CREST TRADE ASSN. ©
Exclusively Style Crest; our newest modern 11-pc. designer room is a remarkable value. (In The Chicago tribune, Aug. 23, 1964, section no.1, p.10) © 23Aug64; KK182721.
- French provincial sofa with 3 decorator pillows; pair of armchairs included. (In Chicago tribune, June 14, 1964, section 1, p.8) © 14Jun64; KK181747.
- Modern Danish style influence in our new open stock plastic top walnut bedroom. (In The Chicago tribune, Aug. 9, 1964, section 1, p.14) © 9Aug64; KK182652.
- Our stunning new Oxford complete living room, all 12 pcs. sale priced \$298. (In Chicago sun-times, Oct. 18, 1964, p.23) © 18Oct64; KK184503.
- SUN-MAID RAISIN GROWERS OF CALIFORNIA. ©
Snacking hurting your children's teeth? Try sweet treats; Sun-Maid raisins. (In Life, Nov. 13, 1964, p.68) Appl. author: Maxon, Inc. © 13Nov64; KK184063.
- SUNBEAM CORP. ©
Free repairs on all quake-damaged Sunbeam products. (In Times, Anchorage, Alaska, June 12, 1964, p.9) © 12Jun64; KK183881.
- Give the gift that gives healthier smiles, makes concentrated brushing automatic; new Sunbeam cordless hygienic electric toothbrush. (In Parents' magazine, Nov. 1964, p.123) Appl. author: Sidney B. Corbett. © 1Nov64; KK184680.
- Here's the Sunbeam story from St. Louis; more profitable words from a clock-wise dealer. [Letter from Stix, Baer & Fuller] (In Home furnishings daily, May 22, 1964, p.15) © 22May64; KK183879.
- It's easy to sell the snow thrower line that's different, 5 models that start instantly; model DSL-18. (In Modern garden center, June, 1964, p.45) © 1Jun64; KK183880.
- Look what's new at Sunbeam, the company that set rotisserie broiling on its ear; Carousel rotisserie broiler. (In Home furnishings daily, Jan. 13, 1964, p.40-41) © 13Jan64; KK183872.
- More proof that there's profit in the Sunbeam clock story. [Letter from Boyd Distributing Co., Inc.] (In Home furnishings daily, Apr. 24, 1964, p.31) © 24Apr64; KK183876.
- Mow and sprinkle the easy way with Sunbeam; electric rotary mower; Rain King traveling sprinkler. (In Sunset magazine, Mar. 1964, p.255) © 25Feb64; KK183883.
- No lighter like it; Rowenta electronic lighter by Sunbeam. (In Holiday, Dec. 1964, p.32) Appl. author: Sidney B. Corbett. © 1Dec64; KK184679.
- Reminder, from now until June 26, free repairs on all quake-damaged Sunbeam products. (In Times, Anchorage, Alaska, June 18, 1964, p.13) © 18Jun64; KK183882.
- Save \$5 during special sale on this new Lady Sunbeam Vista hair dryer; model VHD9. (In Los Angeles times home magazine, May 3, 1964, p.9) © 3May64; KK183878.
- Save \$5 when you trade in any electric mixer motor on this new Sunbeam Vista Mixmaster mixer; model VI4W. (In Los Angeles times home magazine, May 3, 1964, p.6) © 3May64; KK183877.
- Save \$4 when you trade in any electric frypan on this new Sunbeam Vista multi-cooker frypan; model VIMCB. (In Los Angeles times home magazine, May 3, 1964, p.7) © 3May64; KK183875.
- Sunbeam kicks off the biggest promotion ever on full line garden equipment. (In Home furnishings daily, Jan. 14, 1964, p.40-41) © 14Jan64; KK183873.
- This Sunbeam testimonial carries a lot of weight; Shavemaster, electric shaver. (In Green Bay press-gazette, Sept. 14, 1964, p.17) Appl. author: Sidney B. Corbett. © 14Sep64; KK182915.
- Trim and clip the easy way with Sunbeam; electric edger-trimmer. (In Sunset magazine, Mar. 1964, p.257) © 25Feb64; KK183874.
- SUNBURST, INC. ©
Quik Tip Kit instructions. Folder. © 1Sep64; KK183648.
- Try me; Quik Tip Kit. Folder. © 1Oct64; KK183653.
- SUNKIST GROWERS, INC. ©
Cal-Grove frozen California fruit bars; net contents 2 1/2 fl. oz. ea. Canada. On folding carton. 8Jun64; KK181541.
- Cal-Grove frozen California lemon bars; net contents 2 1/2 fl. oz. ea. Canada. On folding carton. © 8Jun64; KK181543.
- Cal-Grove frozen California orange bars; net contents 2 1/2 fl. oz. ea. Canada. On folding carton. © 8Jun64; KK181542.
- Cal-Grove fruit bar; net contents 2 fl. ozs. Canada. On bag. © 8Jun64; KK181538.
- Cal-Grove lemon bar. Canada. On bag. © 8Jun64; KK181539.
- Cal-Grove orange bar. Canada. On bag. © 8Jun64; KK181540.
- SUNLINE, INC. ©
SweetTarts, bite 'em for a burst of flavor. On wrapper. © 29May64; KK181791.
- SUNSWEEP GROWERS, INC. ©
Cook book; recipes from sunny California. (Combination book cover and recipe folder) Prepared by Sun-sweet Growers. (In What's new in home economics, Oct. 1964, p.9-14) NM: additions. © 1Oct64; KK183825.
- SUPERAIN, INC. ©
Catalog '65; lawn sprinklers, garden-aids. 1 v. © 30Sep64; KK184346.
- SUPERIOR CONCRETE ACCESSORIES, INC. ©
Accessories for concrete construction; five ways to tie forms for exposed concrete walls. Folder. Appl. author: L. Cutler Umbach. NM: additions & revisions. © 25Sep64; KK183389.
- SUPERIOR ELECTRIC CO. ©
For use with motor-driven Powerstat variable transformers, new Stabiline full range regulator controller. Sheet. © 17Sep64; KK183824.
- New electronic Luxtrol light control, type SBD500. Folder. © 26May64; KK181859.
- New Varicell AC/DC power supply. Sheet. © 27May64; KK181860.
- 1964-65 product guide. 12 p. (SE-15641) © 17Aug64; KK182723.
- SUPERIOR OUTDOOR DISPLAY, INC. ©
Put light where dark is. Sheet. © 10Nov64; KK184433.
- The Superior long life lamp. Sheet. © 15Feb64; KK183302.
- Survey result statistics. (IBM survey result card) Card. © 15Nov63; KK183303.
- SUPERIOR PLASTICS, INC. ©
Mr. Bones, 16" superlon plastic human skeleton kit. On folding carton. © 30Sep64; KK183444.
- SUPERIOR PNEUMATIC & MANUFACTURING, INC. ©
Patch panel repair kit, featuring exclusive punch holder and replaceable tips. Sheet. © 29Jun64; KK181430.

SUPREME STEEL EQUIPMENT CORP. ©

All the records in these 31 files fit into just 12 roll out Conserv-a-files. (In The Office, Sept. 1963, p.27) Appl. author: G. T. Stanley Co. © 1Sep63; KK182067.

Here is roll out Conserv-a-File, another outstanding first in the office equipment industry. Folder. Appl. author: G. A. Stanley Co. © 1Jan61; KK181682.

It makes a lot more sense this way. (In Dun's review & modern industry, Apr. 1964, p.12) Appl. author: G. A. Stanley Co. © 1Apr64; KK182197.

Mr. and Mrs. Drawer and Shelf Filing proudly announce the birth of their son; Roll Out Conserv-a-file. (In Dun's review & modern industry, Sept. 1963, p.150) Appl. author: G. T. Stanley Co. © 1Sep63; KK182196.

New Roll Out Conserv-a-file doubles as a catalog file. Sheet. Appl. author: G. A. Stanley Co. © 1Nov63 (in notice: 1964); KK182199.

No matter if it's standard file folders, hanging file folders, or card trays, Roll Out Conserv-a-file holds them all. (In Geyer's dealers topics, Sept. 1963, p.65) Appl. author: G. A. Stanley Co. © 23Aug63; KK182754.

Roll out Conserv-a-file; newest and most important advance in file cabinet design since 1893. Sheet. Appl. author: G. T. Stanley Co. © 28Jun63; KK182124.

This is the concept of side filing, we invented it; we call our unit Roll Out Conserv-a-file. (In Newsweek, June 15, 1964, p.5b) Appl. author: G. A. Stanley Co. © 9Jun64; KK182855.

We ripped the side off a file drawer, & built a multi-million dollar business. (In Dun's review & modern industry, Feb. 1964, p.57) Appl. author: G. T. Stanley Co. © 1Feb64; KK182198.

SURGITUBE PRODUCTS CORP. ©

Ready-made instant bandage over dressing; contents: 6 finger or toe bandages. On folding carton. Appl. author: Louis Hochman. © 8Dec64; KK184811.

SURY, PETER. ©

Easy shopping list. Sheet. © 15Jul64; KK183164.

SWEENEY, KRIST & DIMM. See NEW YORK STATE NURSERYMEN'S ASSN., INC.**SWIGART (JOHN J.) CO., INC. ©**

Blackrete, ready to use for do-it-yourself paving; net wt. 60 pounds. On bag. © 23Oct64; KK184198.

SWIVELIER CO., INC. ©

New angles in outdoor lighting by Swivelier. 1 v. (Bulletin no.175) © 1Sep64; KK184351.

T**T & D CREATIVE ADVERTISING. ©**

Turn of the wheel. Card. Appl. author: Thomas M. Bowers. © 1Jul64; KK181527.

TALMAN FEDERAL SAVINGS & LOAN ASSN. OF CHICAGO. ©

How to live happily with a home loan. (In Chicago Sun-times, June 30, 1964, p.27) © 30Jun64; KK182024.

TANDY SNACKS, INC. ©

Corny Corn with peanuts; net wt. 6 1/2 ounces. On bag. © 28Sep64; KK183293.
TK Corn Chips; net wt. 8 ozs. On bag. © 2Jan64; KK181579.

TAPIFLEX DIVISION, FELTERS CO. See FELTERS CO.!**TELEMAX CORP. ©**

This piece of paper will revolutionize your business. (In Travel weekly, Sept. 22, 1964, insert) Appl. author: Wesley Advertising, Inc. © 22Sep64; KK184282.

TENNESSEE VALLEY PRODUCTS CO. ©

Play money, win money, save money. Sheet. © 10Oct64; KK182811.

TENSIOMETERS, INC. ©

Lever-load, center-wind, wind-up stand. Sheet. (Bulletin L-104) © 17Dec62; KK182047.

Tensco center-driven wind-up stands. Folder. (Bulletin W-103) © 17Dec62; KK182048.

Vari-tens constant torque hydro-mechanical drives. Folder. (Bulletin V-102) © 15Nov61; KK182049.

TERTSAKIAN, HAZEL.

Safari design. See COHOES CARRYBAG CO.; INC.

TEUFEL'S (ALFRED) NURSERY. ©

Rhododendron labels. Card. Appl. author: Sweeney, Krist & Dimm. © 19Mar64; KK182078.

THEMED, INC. ©

Sir John Hotel, Miami, Florida, welcomes 65th Annual Grand Lodge National convention. Sheet. © 20Aug64; KK182514.

Southern Mortgage Associates. Sheet. © 17Sep64; KK182929.

Tony's Fish Market. Sheet. © 24Jul64; KK182627.

THERMOPATCH CORP. ©

A portfolio of Thermopatch materials for mending hospital fabrics. Folder. © 30Apr64; KK182899.

THERMOS DIVISION, KING-SEELY THERMOS CO. See KING-SEELY THERMOS CO. THERMOS DIVISION.**THIERRY (SUZANNE) PARFUMS, INC. ©**

Bravo, Ondine; you're the new fragrance that made it. (In Beauty fashion, June 10, 1964, p.4 of cover) © 10Jun64; KK182020.

THOMAS DESIGNS, INC. BETTE MAC'S DIVISION. ©

For dog's best friend. On bag. © 22Jul64; KK183431.

THOMPSON (JAMES) & CO., INC. ©

Triumph brand burlap and imagination. Sheet. © 25Aug64; KK183051.

TIMKEN ROLLER BEARING CO. ©

America's newest hardware rolls on Timken bearings. (In The Saturday evening post, Dec. 5, 1964, p.44) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Dec64; KK184352.

Devastating dependability; Sparrow III missile is launched. (In Steel, Oct. 26, 1964, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Oct64; KK183551.

Dodge's first compact truck has the new flanged rear axle. (In The D.A.C. news, Aug. 1964, p.4 of cover)

Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Aug64; KK182491.

It all happened in 1951. (In D. A. C. news, Nov. 1964, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Nov64; KK184233.

News travels faster on Timken bearings. (In The Saturday evening post, Sept. 19, 1964, p.50) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Sep64; KK182898.

One of our trucks went over a million miles on its original Timken bearings. [Endorsed by Kenneth Bowen] (In Automotive news, June 29, 1964, p.17) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Jun64; KK183108.

Tortoise gives hare a lift; Boeing's Vertol Division makes the 'copter. (In U. S. news & world report, Aug. 24, 1964, p.49) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Aug64; KK182296.

You can have a lot of fun on Timken bearings; quality turns on Timken tapered roller bearings. (In The Saturday evening post, Sept. 5, 1964, p.47) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Sep64; KK182651.

TIRE CITY CORP. See KORVETTE TIRE CENTERS.**TIRES, INC. ©**

4 great tire buys, guaranteed for months indicated against all road hazards, regardless of cause. (In Sunday news, New York, July 26, 1964, p.115) © 26Jul64; KK181901.

\$1,000,000 tire sale, brand new snow or regular at same price, custom retread tire spectacular. (In Sunday news, New York, Oct. 25, 1964, p.154-155) © 25Oct64; KK183652.

Tires Incorporated announces extraordinary snow tire sale, \$256,000 of 24 and 36-month nylon snow tire seconds. (In Daily news, New York, Nov. 11, 1964, p.82-83) © 11Nov64; KK184426.

TOOL & MANUFACTURING ENGINEER. ©

The Manufacturing engineer as seen by the ad manager. Illus. signed: Osborn. (In Advertising age, Oct. 19, 1964, p.17) Appl. author: La Rue & Cleveland, Inc. © 19Oct64; KK184169.

The manufacturing engineer as seen by the marketing director. Illus. signed: Osborn. (In The Adcrafter, Sept. 11, 1964, insert) Appl. author: LaRue & Cleveland, Inc. © 11Sep64; KK183605.

The manufacturing engineer as seen by the Media director. (In Media/scope, Oct. 1964, p.95) Illus. signed: Osborn. Appl. author: LaRue & Cleveland, Inc. © 8Oct64; KK184046.

The manufacturing engineer as seen by the sales manager. Illus. signed: Osborn. (In Industrial marketing, Oct. 1964, p.51) Appl. author: LaRue & Cleveland, Inc. © 10Oct64; KK183775.

TOTINOS FINER FOODS, INC. ©

Let's have a party with pizza toasties; 5 Teenos's pizza toasties. On folding carton. © 15Jun63 (in notice: 1964); KK181281. (See also Totino's Finer Foods, Inc.; 15Jun64; KK183064)

- Let's have a party with pizza toasties; 5 Teeno's pizza toasties; net wt. 11 oz. or over. On folding carton. © 15Jun64; KK183064.
(See also Totinos Finer Foods, Inc.; 15Jun63 (in notice: 1964); KK181281)
- TOWLE MANUFACTURING CO.**
He's handsome, intelligent, wonderful, but can he carve? Invictus carving set. (In The New Yorker, Nov. 14, 1964, p.158) © Towle a.a.d.o. Towle Manufacturing Co.; 12Nov64; KK184343.
Introducing Legato in solid silver, eternal as a remembered melody. (In Modern bride, winter 1962, p.61) © Towle a.a.d.o. Towle Manufacturing Co.; 18Sep62; KK184072.
We made this sterling silver porringer circa 1774; El Grandee, 4 piece place setting. (In Glamour, Nov. 1964, p.80) © Towle a.a.d.o. Towle Manufacturing Co.; 20Oct64; KK184073.
We made this sterling silver tankard circa 1802; El Grandee. (In The New Yorker, Nov. 14, 1964, p.34) © Towle a.a.d.o. Towle Manufacturing Co.; 12Nov64; KK184342.
We made this sterling silver teapot circa 1798. (In Bride's magazine, winter 1964, p.14) © Towle a.a.d.o. Towle Manufacturing Co.; 3Sep64; KK182943.
- TOWSLEY, LENA. ©**
Oil portraits on canvas from photographs or snapshots. Folder. © 23Nov64; KK184656.
- TROPIC TOM TRADING CO. ©**
So easy to make, exotic tropical drinks, Tropic Tom's island mix, just add Carrioca Rum & serve. (In The Troy record, July 2, 1964, p.3) © 2Jul64; KK182144.
- TROSTEL (ALBERT) PACKINGS, LTD. ©**
Safety first, the lip does it; red lip oil seals. (In Jobber executive, Nov. 1964, p.3 of cover) NM: additions. © 1Nov64; KK184551.
- TUG-O-WAR, Inc. ©**
Win up to \$100 cash; Tug-O-War rules. Slip. © 1Apr64; KK183606.
- TULOMA GAS PRODUCTS CO. ©**
Use the Dri-crop program; increase your rice profits with on-farm drying. Folder. © 3Aug64; KK182784.
- TUMMY. ©**
Political cartoons by Tummy. Folder. © 25Sep64; KK184163.
- TWITCHELL (E. W.) INC. ©**
Back to school. On wrapper. © 17Aug64; KK182836.
- U**
- U. S. PAINT CORP. ©**
New hot paint will not burn off exhaust manifolds. (In Hot rod magazine, Aug. 1964, p.108) © 27Jul64; KK182857.
- U. S. PRODUCTS CO. ©**
First new design in 30 years in these award winning Animal transfers by Lemme; decorative decals. Sheet. © 26Oct64; KK184047.
- UNARCO INDUSTRIES, INC. ©**
How to cut dock operating costs with Sturdi-Bilt Truck Mate; mechanical dock boards; rugged, efficient, dependable. 11 p. Appl. author: Bronner & Haas, Inc. © 1Jun64; KK182845.
- UNARCO INDUSTRIES, INC. FOLDING CARRIER CORP. ©**
Jasper Fink, grocery cart enemy no.1, is another name for this guy. Sheet. Appl. author: Walter C. Power. © 15Oct64; KK184643.
Jasper Fink, he invented the game called cart torpedo. Sheet. Appl. author: Walter C. Power. © 15Oct64; KK184645.
Jasper Fink, he's the guy that tries to knock down curb stones by ramming them with shopping carts. Sheet. Appl. author: Walter C. Power. © 15Oct64; KK184642.
Jasper Fink never really grew up. Sheet. Appl. author: Walter C. Power. © 15Oct64; KK184644.
Jasper Fink never uses the right tools or equipment. Sheet. Appl. author: Walter C. Power. © 15Oct64; KK184646.
- UNCLE BEN'S, INC. ©**
Hot dog, Uncle Ben's Spanish rice gives franks a bright new personality. (In Better homes & gardens, May 1964) Appl. author: Ted Bates & Co., Inc. © 15Apr64; KK181886.
- UNEEDA DOLL CO., INC. ©**
Baby Trix, the most pos-able doll ever. On folding carton. Appl. author: Samuel Sklarsky. © 8Sep64; KK184782.
- UNION CARBIDE CORP. ©**
Prestone anti-freeze, 1964 protection chart. Card. (Form AFP-1803) © 26Aug64; KK182412.
Prestone anti-freeze, 1964 protection chart. Folder. (Form AFP-1799) © 24Aug64; KK182411.
Prestone anti-freeze 1964 protection chart. Folder. (Form AFP-1800) © 26Aug64; KK182748.
- UNION SPECIAL MACHINE CO. ©**
Blindstitched belt loops cut, fold and blindstitch in one operation; style 150-200. Sheet. Appl. author: Arthur James Feigel. © 13Jul64; KK181584.
For girdles and foundations joining panels attaching elastic; styles 52800 BC-BD-BE & BF. Sheet. Appl. author: Arthur James Feigel. © 29Jun64; KK181583.
For manufacturers of corsets, girdles, brassiers and other foundation garments. Folder. (Bulletin no.267) Appl. author: Arthur James Feigel. © 31Aug64; KK182942.
New bobbinless, single needle, vertical trimmers, style 51200 BE. Sheet. Appl. author: Arthur James Feigel. © 26Oct64; KK183979.
Overseaming medium to heavy weight knit materials; style no.39500 P, 39500 AF. Sheet. Appl. author: Arthur James Feigel. © 29Jun64; KK181582.
Single-needle lockstitch pinking machines; style no.63400 H, 63400 HT, 63900 N, 63900 P. Sheet. Appl. author: Arthur James Feigel. © 13Jul64; KK181581.
Union Special class 63400 Lockstitch. Folder. (Bulletin 600 A) Appl. author: Arthur James Feigel. © 24Jun64; KK181585.
- UNITED ARTISTS TELEVISION, INC. ©**
Patty Duke fashion dolls with Patty and Cathy. No.4441. [By] Milton Bradley Co. On wrapper. © 30Dec63; KK184631.
Patty Duke game with Patty and Cathy. No.4421. [By] Milton Bradley Co. On wrapper. © 30Dec63; KK184623.
Patty Duke game with Patty and Cathy. No.4421-X. Sheet. Appl. author: Milton Bradley Co. © 30Dec63; KK184618.
- UNITED ELASTIC CORP. ©**
Tempered elastics for permanent-crease garments by United Elastic Corp. ... engineered for your requirements. (In Woman's wear daily, Nov. 4, 1964, p.31) Appl. author: Albert L. Gibney Co. © 4Nov64; KK183890.
- UNITED MERCHANTS & MANUFACTURERS, INC. ©**
Con-Tact brand, frosty, self-adhesive plastic. Sticker. © 27Jul64; KK184579.
Con-Tact brand, the world's largest-selling self-adhesive plastic, instant decorating is so easy with Con-Tact; stardust pattern. Sticker. © 31Aug64; KK184578.
- UNITED STATES GYPSUM CO. ©**
How to live outdoors, and love it. Folder. (Handyman plan no. pub.443) NM: revisions & additions. © 18May64; KK181623.
Play house and tree house. Sheet. (Handyman plan no. pub.443A) © 18May64; KK181624.
- UNITED STATES SHOE CORP. ©**
Americana. On folding carton. © 20Aug64; KK183272.
- UNITED STATES TOBACCO. CIRCUS FOODS.**
See CIRCUS FOODS.
- UNITED WESTERN LABORATORIES, INC. ©**
Powers liquid pathogermicide detergent, concentrate, Sticker. Appl. author: Emmett Powers. © 3Sep64; KK184593.
- UNIVERSAL FLUID DYNAMICS CO. ©**
Air cylinders. 44 p. Appl. author: Bruce G. Barton. © 15Apr64; KK184406.
Automotive heavy duty cylinders. 16 p. Appl. author: Bruce G. Barton. © 15Jun64; KK181667.
- UNIVERSAL PICTURES CO., INC. ©**
Monster old maid, with monster size cards. No.4417. [By] Milton Bradley Co. On wrapper. © 20Mar64; KK184626.
- UPJOHN CO. ©**
The cell; Depo-Medrol; Orinase. (In Scope, Apr. 1964, p.2-4 of cover) © 30Mar64; KK183198.
In shock if the patient fails to respond to all standard treatment, Solu-Medrol Mix-O-Vial, to help achieve a satisfactory hemodynamic response. (In Scope, Sept. 1964, p.3 of cover) © 31Aug64; KK183256.
Progress through science; microbiology; enhance the I.V. with Solu-B-Forte. (In Scope, Mar. 1964, p.2-3 of cover) © 31Jan64; KK183197.
Progress through science; sterility is assured not assumed. (In Scope, June 1964, p.2 of cover) © 29May64; KK183196.
Progress through science; the built-in problem, Medrol; common denominator, Sigtab. (In Scope, May, 1964, p.2-4 of cover) © 30Apr64; KK183300.

V

VALCAR OF CALIFORNIA, INC. ©

Valcar is here, the first class bargain in car rentals. (In Los Angeles times, Apr. 21, 1964, p.13) Appl. author: Norman, Craig & Kummel, Inc. © 21Apr64; KK182441.

VAN CAMP SEA FOOD CO.

Creative cookery with Chicken of the Sea tuna. 1 v. NM: scroll. © Van Camp Sea Food Co., division Ralston Purina Co.; 31Mar64; KK182009.

VAUGHN, FRANK.

Sing a song of ambush, a junior adventure. See PLATT & MUNK CO., INC.

VEDIC, CLARA. See C. D. CO.

VEL CO. ©

Free, glittering gold plated key chain for your house & auto keys. Card. © 2Apr64; KK184657.

VERNAV LABORATORIES, INC. See LUNABALL CO.

VERNIS FOODS, INC.

Blackie's dressing. Slip. © 13Jun64 (in notice: 1963); KK181627.

VIENNA SAUSAGE MANUFACTURING CO. ©

Chef's Choice smoked turkey sausage; net wt. 6 ozs. On folding carton. © 10Oct64; KK183841.

Cocktail, pure beef franks, bologna, salami and pastrami. (In Highland park news, July 16, 1964, p.37) © 16Jul64; KK181814.

Pure beef bologna and frankfurters and knockwurst; cocktail franks and salami. (In Chicago tribune, July 13, 1964, p.17) © 13Jul64; KK181813.

R-r-red. (In Oak Park leaves, Feb. 27, 1964, p.27) © 27Feb64; KK181333.

R-r-red. Poster. © 16Feb64; KK181334.

Streamer depicting various sausage items in various shapes and sizes. © 12Aug64; KK183167.

VIRCO MANUFACTURING CORP. ©

The challenge of change. (In The Nation's schools, May 1964, p.20-21) Appl. author: Hixson & Jorgensen, Inc. © 23Apr64; KK181435.

Classroom, 1970? (In The Nation's schools, June 1964, p.18-19) Appl. author: Hixson & Jorgensen, Inc. © 23May64; KK181436.

VIRGINIA FRIED CHICKEN, INC. ©

Thanks for selecting Virginia Fried Chicken, which we carefully prepare for you. On folding carton. Appl. author: Edward F. Cleary & Robert F. Cleary. © 1Aug63; KK181349.

VISION-MASTER, INC. ©

End blind-spots. See-All wide-angle mirror, attaches quickly, reveals areas other mirrors conceal. Card. © 30Oct64; KK183951.

See-All wide angle mirror. Card. © 26Oct64; KK183549.

VITEX LABS.

Easter treats. Sheet. © Nopco Chemical Co. d.b.a. Vitex Labs; 18Feb64; KK181593.

Home savings when it's bar-b-que time. Sheet. © Nopco Chemical Co. d.b.a. Vitex Labs; 17Apr64; KK181592.

Showers of savings. Sheet. © Nopco Chemical Co. d.b.a. Vitex Labs; 20Mar64; KK181591.

VOLKSWAGEN OF AMERICA, INC. ©

All that the 1948 and 1965 Volkswagens have in common are these 4 little parts. (In Life, Oct. 2, 1964, p.100-101) Appl. author: Doyle Dane Bernbach, Inc. © 30Sep64; KK183350.

Any change will be an improvement. (In Sports illustrated, Nov. 2, 1964, p.14) Appl. author: Doyle Dane Bernbach, Inc. © 31Oct64; KK184224.

Anything this homely has got to be good. (In Time, Sept. 18, 1964, p.25) Appl. author: Doyle Dane Bernbach, Inc. © 16Sep64; KK183298.

Ever wonder who buys them? (In Time, Sept. 4, 1964, p.43) Appl. author: Doyle Dane Bernbach, Inc. © 2Sep64; KK183095.

If the world looked like this, and you wanted to buy a car that sticks out a little, you probably wouldn't buy a Volkswagen station wagon. (In Life, Oct. 23, 1964, p.76) Appl. author: Doyle Dane Bernbach, Inc. © 21Oct64; KK184226.

It makes your house look bigger. (In U. S. News & world report, June 1, 1964, p.28) Appl. author: Doyle Dane Bernbach, Inc. © 30May64; KK181840.

Presenting America's slowest fast-back. (In Time, Oct. 23, 1964, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 21Oct64; KK184225.

Remember all the fun you had at dealer training courses? (In Automotive news, Dec. 14, 1964, p.35) Appl. author: Doyle Dane Bernbach, Inc. © 12Dec64; KK184790.

Sooner or later, your wife will drive home one of the best reasons for owning a Volkswagen. (In Life, Aug. 14, 1964, p.15) Appl. author: Doyle Dane Bernbach, Inc. © 12Aug64; KK182532.

There are some gaping holes in our theory. (In Saturday review, July 11, 1964, p.3 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 9Jul64; KK181778.

Think it over, New York, Chicago, San Francisco. (In The Saturday evening post, July 11, 1964, p.2 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 9Jul64; KK182533.

Volkswagen, Volkswagen. (In Time, May 8, 1964, p.68-69) Appl. author: Doyle Dane Bernbach, Inc. © 6May64; KK181512.

Volkswagens cost less in Europe. (In Holiday, Jan. 1965, p.29) Appl. author: Doyle Dane Bernbach, Inc. © 29Dec64; KK184789.

We don't have to start from scratch each year. (In Car & driver, Aug. 1964, p.8) Appl. author: Doyle Dane Bernbach. © 30Jul64; KK182531.

Why is a Volkswagen dealership like a Volkswagen? (In Automotive news, Nov. 9, 1964, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 9Nov64; KK184286.

Why should the Volkswagen, of all cars, need an extra 5 ft. of work stall? (In Automotive news, Aug. 10, 1964, p.31) Appl. author: Doyle Dane Bernbach, Inc. © 8Aug64; KK182530.

Why the Karmann Ghia costs more than a Volkswagen. (In Esquire, Sept. 1964, p.25) Appl. author: Doyle Dane Bernbach, Inc. © 30Aug64; KK182663.

You'd lose; the racy-looking car in the picture would have trouble beating a Volkswagen. (In Car & driver, Sept. 1964, p.50) Appl. author: Doyle Dane Bernbach, Inc. © 30Aug64; KK182529.

You'll never lose it in a parking lot. (In Life, Apr. 10, 1964, p.113) Appl. author: Doyle Dane Bernbach, Inc. © 8Apr64; KK181518.

VULCAN MOTOR PRODUCTS, INC. ©

Vulcan modulators, application and car guide. Folder. (Catalog 64-46B, Oct. 1964) Appl. author: John H. Staub. NM: additions. © 9Oct64; KK183280.

WALKER (HIRAM) & SONS, INC. ©

Sip it slow and easy; Ten High straight bourbon whiskey. (In Look, Nov. 17, 1964, p.M6) © 3Nov64; KK183796.

Sip slow and easy, enjoy true bourbon as only Hiram Walker can make it; Ten High. (In Look, Oct. 20, 1964, p.M6) © 6Oct64; KK183536.

W

WALKER (HIRAM) IMPORTERS, INC. ©

Casa Botin of Madrid awaits you with roast suckling pig and Canadian Club. (In Town & country, Oct. 1964, p.3 of cover) © 5Oct64; KK183409.

Hostellerie de la Poste of Avallon, France, greets you with spiced river crayfish & Canadian Club. (In Town & country, Sept. 1964, p.3 of cover) © 5Sep64; KK182747.

Restaurant de la Pyramide in Vienne, France, beckons you with langouste from the local waters and Canadian Club. (In The New Yorker, Nov. 21, 1964, p.142) © 19Nov64; KK184323.

WALKER & DUNLOP, INC. ©

Remember the story of the donkey and the carrot? (In The Evening star, Washington, D. C., Sept. 3, 1964, p.B15) © 3Sep64; KK183821.

Tried everything else? Try W & D. (In Washington [D. C.] post, Oct. 6, 1964, p.27) © 6Oct64; KK183820.

We have 2,231 branch offices; 2,231, that's how many real estate brokers there are listed in the yellow pages. (In The Washington post, Aug. 1, 1964) © 1Aug64; KK183500.

Yes or no, never maybe. (In The Evening star, Washington, D. C., Sept. 10, 1964, p.D13) © 10Sep64; KK183822.

WALKER MANUFACTURING CO. ©

Torque indicator; WD-103C. Appl. authors: Gustav H. Yelinek & Jack R. Giles. © 25Oct62; KK182413.

WARNER BROS. CO. ©

It's the most comfortable bra you can buy; but that's not why girls are wearing it. (In McCall's, July 1964, p.69) Appl. author: Doyle Dane Bernbach, Inc. © 30Jun64; KK181842.

WARNER CO. ©

Penn Warner Park, a fully planned and coordinated industrial center. Folder. © 10Oct64; KK184416.

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Announcing a new service, build-a-loan through savings. (In Daily news, New York, Nov. 5, 1964, p.BW3) © 5Nov64; KK184288.

- Dial-A-Mortgage. (In White Plains reporter dispatch, Oct. 9, 1964, p.29) © Washington Heights Federal Savings & Loan Assn.; 9Oct64; KK183388.
- WASTE KING CORP. ©**
For quieter, cleaner, easier dish-washing, this Waste King Universal Hush 500 gives you all of these important features. Sticker. Appl. author: Hixson & Jorgensen, Inc. © 15May64; KK182263.
- For quieter, cleaner, easier dish-washing, this Waste King Universal Imperial Hush 900 gives you all of these important features. Sticker. Appl. author: Hixson & Jorgensen, Inc. © 15May64; KK182264.
- For quieter, cleaner, easier dish-washing, this Waste King Universal Super Hush 700 gives you all of these important features. Sticker. Appl. author: Hixson & Jorgensen, Inc. © 15May64; KK182261.
- New Waste King Universal dishwasher/dryers; Imperial Hush 900. Folder. Appl. author: Hixson & Jorgensen, Inc. © 15May64; KK182265.
- Universal dishwasher/dryer ad mat kit. Folder. Appl. author: Hixson & Jorgensen, Inc. © 15May64; KK182262.
- Universal dishwasher/dryers; Model DU-900-200 walnut panel. Folder. Appl. author: Hixson & Jorgensen, Inc. © 15May64; KK183134.
- Universal electric built-in ranges. Folder. Appl. author: Hixson & Jorgensen, Inc. © 1Jul64; KK184075.
- Universal slide-in electric ranges; model PE 435. Sheet. Appl. author: Hixson & Jorgensen, Inc. © 1Oct64; KK184077.
- You'll love your new Waste King Universal dishwasher-dryer, undercounter model 100. Sheet. Appl. author: Hixson & Jorgensen, Inc. © 1Sep64; KK184074.
- You'll love your new Waste King Universal dishwasher dryer under-counter model 300. Sheet. Appl. author: Hixson & Jorgensen, Inc. © 15May64; KK182258.
- You'll love your new Waste King Universal dishwasher-dryer under-counter model 500. Sheet. Appl. author: Hixson & Jorgensen, Inc. © 15May64; KK182260.
- You'll love your new Waste King Universal dishwasher-dryer under-counter model 600. Sheet. Appl. author: Hixson & Jorgensen, Inc. © 15May64; KK182259.
- You'll love your new Waste King Universal dishwasher-dryer, undersink model 300. Sheet. Appl. author: Hixson & Jorgensen, Inc. © 1Aug64; KK184076.
- WATKINS-STRATHMORE CO. ©**
Magic window color-fun; 4973-100. On folding carton. © 13May64; KK181879.
- WAYNE KNITTING MILLS. ©**
Belle-Sharmer leg size chart. Card. NM: revision. © 7Aug64; KK182993.
- WEAVER (W. R.) CO. ©**
All new, continuously variable V22 Weaver-Scope. (In Popular mechanics, Sept. 1964, p.33) Appl. author: Thomas S. Duff. © 25Aug64; KK182933.
- All new, variable power V22 Weaver-Scope. (In Boys' life, Sept. 1964, p.12) Appl. author: Thomas S. Duff. © 25Aug64; KK182934.
- All the features you want in a scope, you'll find in a Weaver-Scope; model K4. (In True's gun annual) Appl. author: Thomas S. Duff. © 21Aug64; KK182543.
- Brighter sight, bigger target, better shot with a model K Weaver-Scope. (In Arizona wildlife sportsman, Aug. 1964, p.15) Appl. author: Thomas S. Duff. © 25Jul64; KK182226.
- First choice of big game hunters, Weaverscopes with all the most-wanted features. (In Fur-fish-game, Nov. 1964, p.19) Appl. author: Thomas S. Duff. © 20Oct64; KK184239.
- For varmints, targets, plinking, all new model variable power 3x to 6x Weaver-Scope. (In The National future farmer, Aug.-Sep. 1964, p.46) Appl. author: Thomas S. Duff. © 20Jul64; KK182227.
- Give a Weaver-Scope for years of shooting pleasure; 4 power K4. (In Frontier times, Jan. 1965; p.53) Appl. author: Thomas S. Duff. © 20Nov64; KK184733.
- Having trouble with those hard shots? You'll see better ... with a model K Weaver-Scope. (In Time, Sept. 11, 1964, p.A8) Appl. author: Thomas S. Duff. © 8Sep64; KK182936.
- Hunter's favorite, model K4 Weaver-Scope. (In Arizona wildlife sportsman, Sept. 1964, p.29) Appl. author: Thomas S. Duff. © 25Aug64; KK183047.
- Make the most of your shooting skill; K Weaver Scope. (In Gunsport, Nov. 1964, p.15) Appl. author: Thomas S. Duff. © 17Sep64; KK183385.
- Weaver-Scopes, first choice of American hunters; K6. (In Shooting times, Oct. 1964, p.4) Appl. author: Thomas S. Duff. © 20Aug64; KK182935.
- What a Christmas for .22 shooters, choose from 3 great Weaver-Scopes. (In Boy's life, Dec. 1964, p.79) Appl. author: Thomas S. Duff. © 25Nov64; KK184732.
- You'll shoot better because you'll see better with a model K Weaver Scope. (In Guns and hunting, Sept. 1964, p.49) Appl. author: Thomas S. Duff. © 20Jul64; KK181891.
- WEBSTER (R. V.) CO. ©**
An exceptional gift, prayer reminder cross and open book. Sheet. © 25Sep64; KK184219.
- WEIDNER, MARYANN. See MARANER'S ORANGE STREET STUDIO.**
- WEINSTOCK, JACK.**
How to succeed in business without really trying. See LOESSER, FRANK.
- WELCO RO-SEARCH INDUSTRIES, INC. ©**
Brother, what a hectic couple of months this has been. (In Footwear news, June 4, 1964, p.55) © 4Jun64; KK181720.
- For once in our lives, we've got it made, the easy way. (In Footwear news, July 16, 1964, p.11) © Welco Ro-Search Industries, Inc., (in notice: Welco Shoe a division of Welco Ro-Search Industries, Inc.) 16Jul64; KK181804.
- It could only happen in America. (In Footwear news, Sept. 10, 1964, p.21) © 10Sep64; KK183348.
- It's a boy, from Welco; Hi-Pals boy-proof footwear. (In Footwear news, Sept. 3, 1964; p.13) © 3Sep64; KK183347.
- Light, cool, soft summer casuals. (In Playboy, June 1964, p.35) © 19May64; KK181719.
- Millions of dollars worth of shiny, practically new equipment ... is rusting away. (Cemetery ad) (In Footwear news, Aug. 13, 1964, p.31) © 13Aug64; KK183142.
- Our research director has had it. (In Footwear news, Apr. 23, 1964, p.23) © 23Apr64; KK181718.
- Photoquiz contest. (In Footwear news, Sept. 17, 1964, p.19) © 17Sep64; KK183346.
- This particular love letter goes on top of our pile; the Slacktator. (In Footwear news, Aug. 6, 1964, p.15) © 6Aug64; KK183143.
- Those are extra dollars you see here. (In Footwear news, Aug. 20, 1964, p.17) © 20Aug64; KK183345.
- WELCO RO-SEARCH INDUSTRIES, INC. HI-PALS FOOTWEAR, INC. See HI-PALS FOOTWEAR, INC.**
- WELCO RO-SEARCH INDUSTRIES, INC. HI-PALS, INC. See HI-PALS, INC.**
- WELCO RO-SEARCH INDUSTRIES, INC. JOBEASE.**
Shakespeare said it: He lightly treads who walks on air; Bubble Soles. Folder. © Jobase, division of Welco Ro-Search Industries, Inc.; 5May64; KK183395.
- WELCO RO-SEARCH INDUSTRIES, INC. WELCO SHOE. See WELCO SHOE.**
- WELCO SHOE.**
Just to remind you, Welco slipper ad in Ladies' home journal will appear in the September issue. (In Boot & shoe recorder, Aug. 1, 1964, p.87) © Welco Shoe, division of Welco Ro-Search Industries, Inc.; 1Aug64; KK183144.
- WELCO SHOE. See WELCO RO-SEARCH INDUSTRIES, INC.**
- WERNER (R. D.) CO., INC. ©**
Your best investment in safety is a Werner quality ladder. Sheet. © 13Jul64; KK182762.
- WES-WAL GAME CO., INC. ©**
The family game for young and old, Scratch Your Yaa-Chet. On box. © 21Sep64; KK184436.
- WESTERN FEDERAL SAVINGS & LOAN ASSN. ©**
Enjoy the Western way of life, with assurance that your money is protected, available, growing. (In The Los Angeles times, Aug. 26, 1964, p.t.1, p.21) © 26Aug64; KK182662.
- WESTERN GEAR CORP. ©**
Engineering marvels have been routine at Western since 1888. (In Scientific American, May 1964, p.3 of cover) Appl. author: MacManus, John & Adams, Inc. © 25Apr64; KK181933.
- Since 1888 industry has found Western a rewarding discovery. (In News front, June 1964, p.3 of cover) Appl. author: MacManus, John & Adams, Inc. © 10Jun64; KK181934.
- Western has been investing in progress since 1888. (In Scientific American, Sept. 1964, p.233) Appl. author: MacManus, John & Adams, Inc. © 25Aug64; KK183310.
- WESTERN LITHOGRAPH CO. WESTLINE NAME-PLATE & LABEL DIVISION.**
West-plate requisition, layout, quotation request form no.21. Sheet. © Westline Nameplate & Label Division of Western Lithograph Co. (in notice: Westline Nameplate Division of Western Lithograph Co.); 15Apr64; KK183612.

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© Westline Nameplate & Label Division of Western Lithograph Co. (in notice: Westline Nameplate Division of Western Lithograph Co.); 15Apr64; KK183611.
- WESTERN UNION TELEGRAPH CO.
Forget it; forget what's in a telegram? Not likely. Your telegram makes a strong first impression. (In Business week, June 9, 1962, p.11) © Western Union a.a.d.o. Western Union Telegraph Co.; 9Jun62; KK181865.
- WESTLINE NAMEPLATE & LABEL DIVISION OF WESTERN LITHOGRAPH CO. See WESTERN LITHOGRAPH CO. WESTLINE NAMEPLATE & LABEL DIVISION.
- WESTON (DAVE) MANUFACTURING CO. ©
New indoor TV antenna gets customers; they like the Decorator Pole Antennas modern look. Sheet. Appl. author: David C. Weston. © 17Aug64; KK183053.
- WHIRLPOOL CORP. ©
Announcing the new Tectrol greenhouse generator. (In Florist review, Mar. 19, 1964, p.54-55) Appl. author: Netedu Advertising, Inc. © 19Mar64; KK181668.
- WHITE SISTERS. See MISSIONARY SISTERS OF OUR LADY OF AFRICA.
- WHITMAN PUB. CO. ©
Fun for a rainy day box; ages 5 to 9; no.4735. On wrapper. © 19Jun64; KK182293.
- Fuzzy-Wuzzy circus train lacing cards; no.4600. On wrapper. © 25Sep64; KK183641.
- Fuzzy-Wuzzy lacing fun; no.4600. On wrapper. © 25Sep64; KK183642.
- Krazy Ikes, new improved action plastic pieces, non-toxic; just snap together or take apart; No.4731:100. Sheet. © 15Jul64; KK182404.
- Play 70 games; no.4803. On box. © 24Aug64; KK183025.
- Small-fry sewing circles; no.4756. On wrapper. © 2Sep64; KK183644.
- Stencil 'n snip; no.4752. On wrapper. © 14Sep64; KK183645.
- What shall I color? No.4754. On wrapper. © 14Sep64; KK183643.
- WILHOLD GLUES, INC. ©
Glu-On paneling adhesive. Card. © 24Sep64; KK184488.
- WILLIAMS (CURTIS) ADVERTISING. ©
Everybody needs telephone answering service. Folder. Appl. author: Curtis G. Williams. © 10Sep64; KK182807.
- WILLIS (BETTY) INC. ©
Aloe Gel, roll-on deodorant, for sensitive skin; 2 ounce net. Sticker. © 9May64; KK182637.
- WILNO KOSHER SAUSAGE CO. ©
Wilno Kosher pure beef bologna, and frankfurters, and knockwurst, cocktail franks and salami. (In The Reader's digest, Los Angeles ed.) © 28Mar64; KK182019.
- WISS (J.) & SONS CO. ©
Grass Master grass shears; no.701. Card. (S1085) © 28Oct64; KK184029.
- New, with ball bearing, Wiss pinking shears. (CB-7 card insert for box B-976) Card. © 1Nov64; KK184561.
- New, with ball bearing, Wiss skalloping shears. (Insert card no.S-1074) Card. © 1Nov64; KK184562.
- Pruning shears; one, 609. On folding carton. © 1Sep64; KK183646.
- WITTER (DEAN) & CO. ©
Today the owner of this attache case dug deep to serve several different customers. (In Time, June 26, 1964, p.R4) Appl. author: J. Walter Thompson Co. © 26Jun64; KK181433.
- WOLF DETROIT ENVELOPE CO. ©
Cadillac writing paper and envelopes; 150 sheets, 75 envelopes. On folding carton. © 1Apr64; KK181497.
- WOLVERINE SHOE & TANNING CORP. ©
Have you heard who's making the side-walks softer this year? Hush Puppies, casual shoes. (In Family weekly, Nov. 29, 1964, p.15) © 28Nov64; KK184369.
- How to live comfortably with girls giving you the once over from head to toe and love it; Hush Puppies. (In Playboy, Oct. 1964, p.41) © 24Sep64; KK183028.
- Only \$10.95, and look who makes 'em; Hush Puppies. (In Parade, Sept. 13, 1964, p.12) © 12Sep64; KK183027.
- Want a strong boot that's light, too? (In Parade, Sept. 20, 1964, p.8) © 19Sep64; KK183473.
- What's soft, makes children happy, has cushioned soles, comes in different colors & sizes, and cleans with a brush? Hush Puppies shoes. (In Parents' magazine, Sept. 1964, p.93) © 27Aug64; KK182746.
- Wolverine leathers are the lightest on foot. (In Farm Journal, Oct. 1964, p.13) © 10Oct64; KK183383.
- WOODARD SUPPLY CO. ©
Welcome to Embers Restaurant. Sheet. NM: additions & revisions. © 20Jun64; KK184000.
- WYNNE NOVELTY CO. ©
Super white Santa's snow; Wynne king size; contents: 13 oz. net wt. Sticker. © 4Aug64; KK183322.

Y

Y & Y PUB. CO. ©
This cap is worth \$170,000.00; it's your credit union. Appl. author: John D. Yeck. © 8Jul64; KK183125.

YELLOWSTONE DISTILLERY CO. ©
Discover how mellow a bourbon can be. (Colorado mountain & horseback scene) Yellowstone Kentucky straight bourbon whiskey. (In U. S. news & world report, Oct. 12, 1964, p.41) Appl. author: Post-Keyes-Gardner, Inc. © 50Oct64; KK183778.

Z

ZAYRE CORP. ©
The department stores that have something wonderful for everyone; Zayre; happy days are here again. (In Life, Sept. 4, 1964, p.R1) Appl. author: Joseph M. Bernstein. © 2Sep64; KK182835.

ZERO CORP. ©
Now, a simple, cow-to-tank pipeline system, at low cost for the diversified farm with a small herd; Zero vacuum-operated Simple-Sifon Pipeline. Sheet. Appl. author: Lloyd P. Duncan. © 10Dec64; KK184808.

ZEVO, INC. ©
Zevo cultured food dressing; net contents one pint. © 7Jul64; KK182546.

RENEWAL REGISTRATIONS

A list of prints and labels for which renewal registrations were made during the period covered by this issue. Arrangement is alphabetical under the name of the claimant of renewal copyright. Information relating to both the original and the renewal registration is included in each entry.

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Genuine Addison's polish. © 19Jun37;
Label 49944. Addison-Proctor Co.,
Albert I. Wigler, proprietor (P);
24Jul64; R341913.

AMERICAN CAN CO.
Menasha finest quality. © 4Aug37;
Label 50071. American Can Co. (P);
8Sep64; R344343.

Worthmore pasteurized creamery butter.
© 15Sep37; Label 50339. American
Can Co. (P); 12Oct64; R345871.

ARKWRIGHT, INC.
First lady. © 29Mar37; Print 16397.
Arkwright, Inc. (P); 24Jul64;
R341911.
More-Wear. © 5Aug37; Label 50614.
Arkwright, Inc. (P); 22Sep64;
R345023.
Sturdy-Wear. © 4Sep36; Label 49083.
Arkwright, Inc. (P); 28Aug64;
R343742.

BLUE EARTH CANNING CO.
Lindy brand medium small June peas.
See GREEN GIANT CO.
Petit-Point brand early June peas.
See GREEN GIANT CO.

BORDEN CO.
Biolac, a milk food for infants.
© 4Jan37; KK11879. Borden
Co. (PWH); 8Sep64; R345062.

Darling sweetened condensed milk.
© 15Apr37; Label 49884. Borden
Co. (P); 18Nov64; R349360.

BROWN & WILLIAMSON TOBACCO CORP.
Sir Walter Raleigh. © 28Sep37;
Label 50262. Brown & Williamson
Tobacco Corp. (P); 5Nov64; R347913.

CENTRAL WISCONSIN CANNERIES, INC.
Pik-Nik brand large sweet peas. See
GREEN GIANT CO.

Tem-ting, brand tender sweet peas.
See GREEN GIANT CO.

CHAMPION PAPERS, INC. DAIRYPAK. See
DAIRYPAK.

DAIRYPAK.
Golden rod. © 6Oct37; Label 50566.
DairyPak, a division of Champion
Papers Co., Inc. (P); 16Dec64;
R351168.

Territorial no.122A. © 17Jun37;
Label 50560. DairyPak, a division
of Champion Papers, Inc. (P);
16Dec64; R351164.

Territorial design no.250A.
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a division of Champion Papers,
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Territorial design no.285A.
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a division of Champion Papers,
Inc. (P); 16Dec64; R351166.

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ASSN.
Baglass. © 22Oct37; Label 51080.
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turers Assn. (P); 28Oct64; R347101.

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Goodmans means goodness. © 22Jul37;
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Inc. (P); 6Nov64; R348173.

GOPHER STATE CANNERIES, INC.
Trellis brand peas. See GREEN GIANT
CO.

GREEN GIANT CO.
Artesian brand large young sweet peas,
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NEW ENGLAND CONFECTIONERY CO.
Sky Bar. © 26Aug37; Label 50354.
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SHEFFIELD CO.

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British Walkers. © 22Dec36;
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WIGLER, ALBERT I. See ADDISON-PROCTOR
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Natural mineral extracts. © 1Jul37,
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